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MAY, 1956

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Survey Shows Lines
Handled by Dealers

Why the Construction
Trend Continues Upward

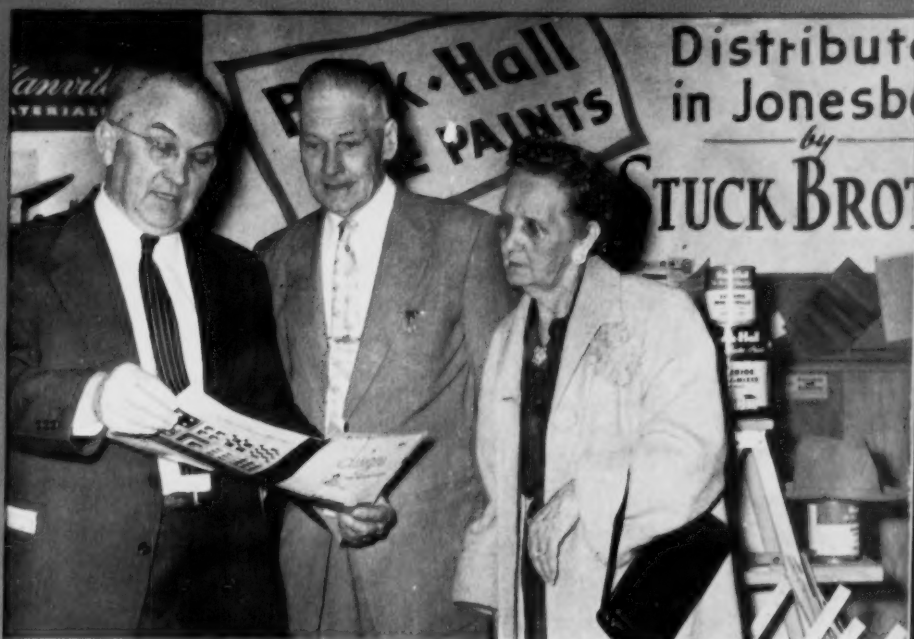
Using and Finishing
West Coast Hemlock

Home Housing System
Speeds Package Sales

Compact Plan Has
'Big Home' Features

Contents on page 3

11,800 Copies This month



Home Improvement Show Nets Prospects — page 63

D-I-Y Furniture Legs Pay Off Twice — page 59





Aluminum Screens

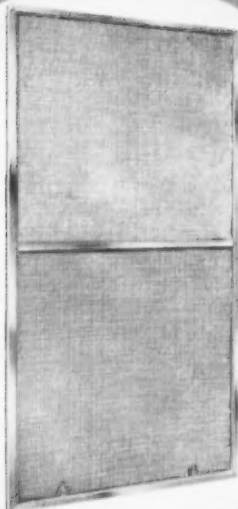
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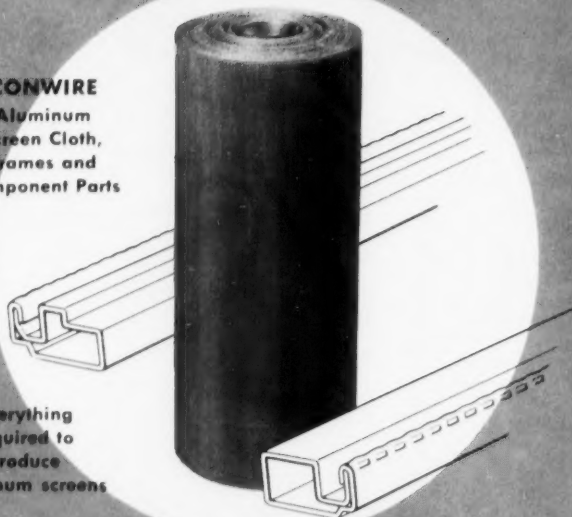
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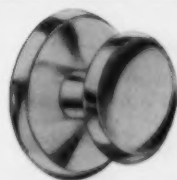
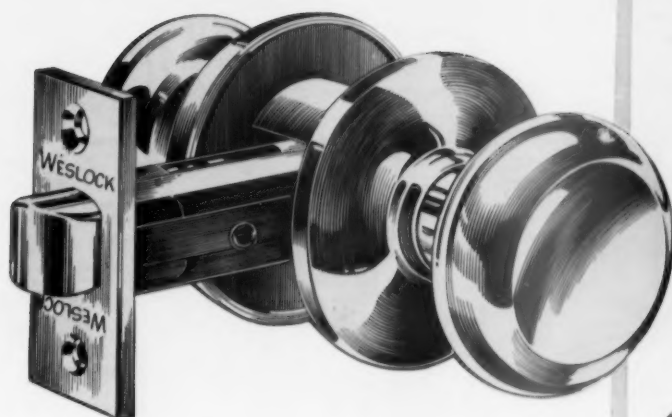
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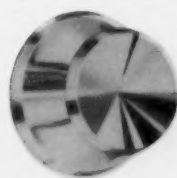
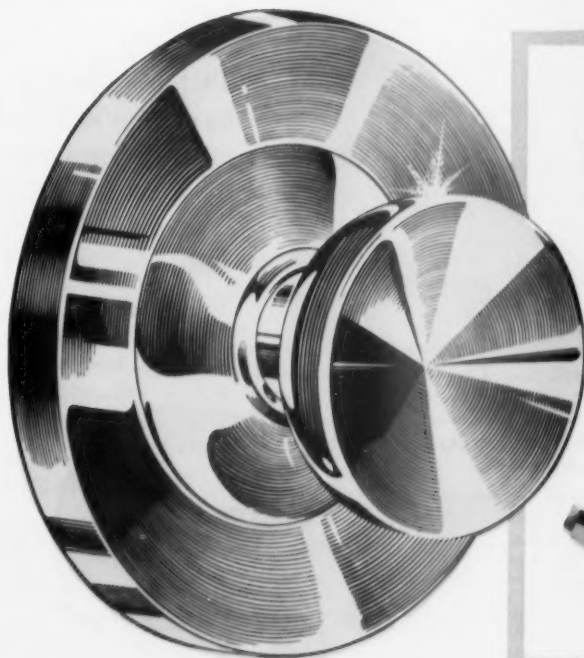
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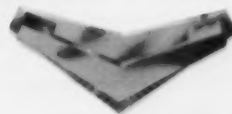
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Southern BUILDING SUPPLIES

MAY, 1956

VOL. XI No. 5

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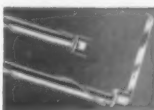
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Volume 11

No. 5



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RANDOM LENGTHS

Comment on Industry News and Trends

A BOLD, FEARLESS (AND POLITICAL) MAN is Albert M. Cole, administrator of the Housing and Home Finance Agency. He not only invited letters from American housewives as to what they want in their modern homes, but he selected and invited 100 women to come to Washington and talk about it!

In welcoming the representative housewives from throughout the nation to the first Women's Congress on Housing, Cole admitted that he knew of "no better source of advice on how the modern home can serve more of our family needs than the homemaker. You are the most active and experienced practitioners in the art of making houses into homes."

Out of the congress, where the women conferred on the basis of geographical groups, should come collective recommendations on new designs and equipment to make modern homes even more livable. And if architects and builders take the ladies' wishes to heart, they should be able to produce plans that will please the housewife right on through completion of construction.

HOW THICK IS A 1-INCH BOARD? Until April 30 the American Lumber Standards required it to be 25/32" after planing.

In March the West Coast Lumbermen's Association announced the adoption of 3/4" as the dressed size for 1" lumber. But this action was taken without ALS or Federal Housing Administration approval. Consequently FHA said it is not administratively feasible for them to accept boards of less than 25/32" unless ALS revises sizes.

The Southern Pine Association favored the 3/4" size and asked favorable action by ALS and FHA. SPA also favors corresponding reduction of 1/32" in the minimum thickness of other related items. The ALS committee was to meet in Chicago on April 30 to determine whether to change the dressed size of boards to 3/4".

The main objective in adopting the thinner size appeared to be for 3/4" to be the final dry dimension, and not the green size—which could shrink as much as another 1/32" before reaching its final destination.

LUMBERMEN ARE AFTER THE I.C.C. from two directions. West Coast mills and wholesalers specializing in "transit" car shipments were so distraught over the effects of an ICC service order aimed at speeding up rail freight, they got a restraining order from a District Court (see story on page 7). This at least delays the order taking effect for several weeks.

Suffering from the inequities of rail freight rates in favor of West Coast lumber that is shipped into the Middle West and East in competition with Southern lumber, a group of determined manufacturers and wholesalers have organized the Southern Lumber Traffic Committee. They are raising funds to pay for making their case before ICC and in court, if necessary. (See story on page 10.)

It will be interesting to see the outcome of both of these drives. Loss of either can mean higher lumber prices and less choice of stocks to many dealers.

THE RAPID STRIDES of "the developing South" are reflected in the latest statistical report on the Southeastern states by the Federal Reserve Bank of Atlanta. It shows that the per-capita personal income of residents of the 11 Southeastern states increased from \$339 in 1940 to \$1,233. The national index rose from \$595 to \$1,770 — not nearly so fast.

The average number of persons employed in manufacturing in the Southeast rose from 1,358,000 in 1939 to 2,407,000 in '55. The national increase was from 9,527,000 to 16,551,000.

Cash farm income from livestock jumped from \$426 million in 1940 in the Southeast to \$2,067 million in 1955. The national increase in the same period was from \$4,873 million to \$15,971 million.

IT PAYS TO LISTEN — and be a good listener — if you want to succeed as an employer or employee. Dr. Wesley Wiksell of Louisiana State University explained at the recent Southern Pine Association convention. Wiksell asserted that "order giving" was the lowest form of communication.

"To have effective two-way communication between foreman and worker, you have to listen, understand, and remember," he said.

He listed these five cardinal points for "good listeners":

1. Be alert.
2. Don't be impatient.
3. Feel with the person you are talking to.
4. Get your man's meaning, ask for ideas.
5. Be sincere.

"The secret of good management is to listen to men."

It's good for convention groups to consider the general, but often more important, matters of getting along better with people and improving your personality, as a departure from "straight shop talk." Yes, it pays to listen.

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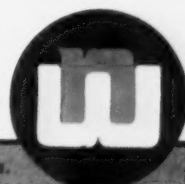
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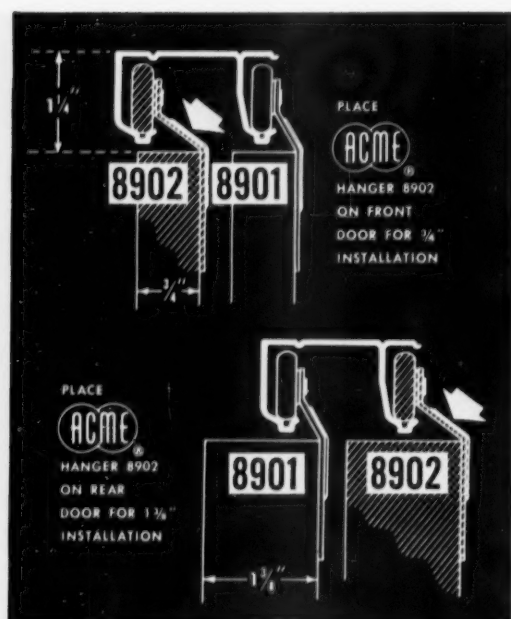
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with Interchangeable Hangers for both $\frac{3}{4}$ " and $1\frac{3}{8}$ " Doors

Maximum Door Weight 60 lbs.



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SOLID ALUMINUM JUMP-PROOF TRACK — High strength extruded aluminum provides smooth, straight, rustproof surface for extra quiet, fingertip operation.

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NYLON WHEELS — Permanently lubricated for quiet, efficient, lifetime service.

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AVAILABLE IN
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For two 2'0" By-Passing Doors	47"
For two 2'6" By-Passing Doors	59"
For two 3'0" By-Passing Doors	71"
For two wider By-Passing Doors	96"

Opening Width	Track Length	Set No.
47"	46 $\frac{1}{2}$ "	8948
59"	58 $\frac{1}{2}$ "	8960
71"	70 $\frac{1}{2}$ "	8972
96"	96"	8996

Extra hangers and floor guides also available separately for three and four door installations.



"ALL-IN-ONE"
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SUPPLY and DEMAND

Lumbermen Fight ICC 'Fast Freight' Order

Designed to halt delayed routing of freight cars and thereby partially relieve the serious spring shortage of freight cars, Interstate Commerce Commission Service Order No. 910 was restrained from being put into effect on April 9 by the legal maneuvering of anxious West Coast sawmills and wholesalers whose business success depends upon the use of "in transit" lumber selling.

Several lumber companies were granted a temporary restraining order in the U. S. District Court with their claims that the ICC order had come without any hearing or taking of evidence, and that its application would practically knock them out of business. About 800 small and medium-sized mills and their wholesalers agree on the latter.

The ICC order was not aimed at the lumber industry specifically, as it is a general order directing railroads to handle all freight by the usual fast freight routes. It would prohibit such willful delays, including setting out of loaded cars between terminals, back-hauling loaded cars, handling cars on local or way freight trains, and movement of loaded freight cars over any railroad route other than usual and customary fast freight.

With some 30% to 40% of the West Coast lumber sold "in transit," such delaying measures in the shipping of lumber to the east or south are an accepted means considered necessary to profitable selling of such lumber.

Now three judges will have to hear the contentions of the ICC and the lumbermen to determine what part of Service Order No. 910, if any, should go into effect.

15% Increase in Cement Capacity Due This Year

Dealers troubled with cement shortages during recent months will be heartened by the findings of a recent survey made by the Bureau of Mines. It shows that new production facilities will be completed in the nation this year that will increase cement output 15%.

However, most of the new mill facilities will not get into production until the end of the year, so that the output will not help much until the '57 spring building season. The additional capacity is estimated

at 50 million barrels of cement a year.

Additional new facilities scheduled for construction next year are expected to add 20 million more barrels of capacity.

New production facilities for gypsum board and glass this year are expected to ease spotty shortages in these building materials.

New Building Award Records Set in March

Material sales are bound to be good in most markets in the 37 states east of the Rockies since so many new records in construction contract awards were set in March.

According to F. W. Dodge reports, contract awards for future construction in March totaled the highest for any March in history, being 12% above a year before. Except for May '51 when nearly a billion dollars of atomic energy contracts were let, the March awards were the greatest for any month in 65 years of Dodge reporting.

Residential awards in March were the highest for any month in history! The total of \$1,105 millions was 12% ahead of March '55.

The first quarter of 1956 set new all-time records for total contract awards and for the three major categories of residential, non-residential, and heavy engineering. For the first quarter, total contract awards were up 17% over last year. Residential awards were up 8%.

The Bureau of Labor Statistics preliminary estimate on non-farm dwelling units started in March totaled 96,000 — down 17,800 from a year before.

The preliminary estimate of starts for the first quarter was 248,000 units — down 43,300 from the same period last year.

An upward revision in the December figures brought the final revised total of starts for 1955 to 1,323,900.

Albert M. Cole, administrator of the Housing and Home Finance Agency, still forecasts 1.3 million housing starts this year.

Retail Material Sales Climb 8% Above 1955

Sales by lumber and building supply dealers in February were 10% greater than a year before, pulling the 1956 gain over two months of

'55 to 8%. Retail store sales nationally rose 6% for the two-month period.

Retail sales of lumber did not share in this gain. The NRLDA survey showed that lumber sales were 2.1% less in February than a year before. However, the Middle Atlantic and East South Central regions showed gains of 33.8% and 9.7% respectively over February '55.

Retail lumber stocks were even with February 28, 1955, but 2.1% greater than December '50.

Wholesale Business 10% Ahead of 1955

Sales by lumber and construction material wholesalers seasonally trailed the sales of merchant wholesalers generally during the first two months of '56. Material sales were up 10% over last year, while merchant sales generally were up 13%, according to the U. S. Department of Commerce.

The South Atlantic material wholesalers paced the nation regionally, with sales 18% greater than the first two months of '55.

Inventories of the material wholesalers were up 9% over February '55. Again the South Atlantic region was high, with inventories 23% above a year before.

The wholesale price index for lumber and wood products jumped from 126.7 in February to 127.9 in March. The rise was 5.4% from March '55. The wholesale price index for all commodities in March reached 112.8, up 2.5% from a year before.

The American Appraisal Co.'s cost index of average construction and representative items of material and labor stood at 623 for the nation in February. The index reached 667 in Atlanta, 552 in Dallas, 629 in New Orleans, 612 in Baltimore, 580 at Kansas City, and 630 at St. Louis.

New Grading Rules

Conforming to American Lumber Standards, the 1956 Grading Rules for Southern Pine Lumber will take effect June 1. The colorful new 164-page rules book has been distributed to mills, buyers, and specifiers. Lumber buyers are urged to familiarize themselves with the rules and take advantage of the inspection services and facilities of the Southern Pine Inspection Bureau.

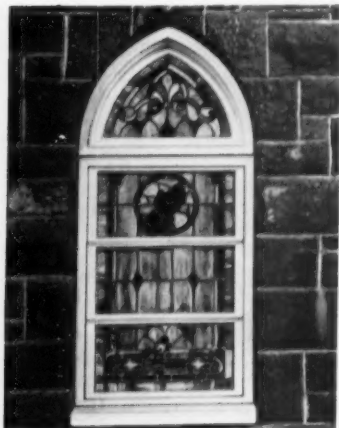
TOP NEWS

For Dealers, Wholesalers and Manufacturers

Dealers Ignore Buyers' Motives and Undersell Materials, Survey Shows

MANY lumber dealers are overlooking tremendous sales possibilities by failing, in their merchandising, to identify raw lumber with its finished products. These products—the home, home improvements and other amenities of home life—are all highly effective motivating factors for consumers. So says Pierre Martineau, research director of the *Chicago Tribune*, as reported in *Advertising Age* on April 2.

He drew these conclusions from a motivation study of the retail lumber market in the Chicago area recently conducted by the *Tribune*. The study charted the attitudes of some 1,200 home-owners about the Do-It-Yourself idea and about lumber yards. The study involved both direct inquiry and sentence and cartoon caption completion tests. Also studied in the survey were 15 lumber yards and their customers.



Church Awning Window

Photo courtesy of the Woodco Corp.

In what is perhaps the first application of its kind, the Syckoff Reformed Church, Wyckoff, N. J., has installed stained glass in awning-type projected windows built into the church proper. This permits controlling ventilation, even during rainy weather, yet at the same time maintaining the religious atmosphere of a decorative window.

The study shows that the Do-It-Yourself trend has an appeal for all classes — for "white collar" almost as much as for "blue collar." The interest in Do-It-Yourself is not only in saving a few dollars but in the creativity of the work, the enjoyment and relaxation it offers, and the sense of accomplishment it gives, the study indicates.

The study also reveals, Martineau said, that women play a very important role in Do-It-Yourself. Wives participated in the "deciding phase" (what to do, what to buy, etc.) in about two-thirds of the homes checked, and wives joined in the actual work in about one-third of the homes.

Most women also said they had no objection to going to a lumber yard themselves.

Lumber merchandising geared to these findings, Martineau stressed, will pay less attention to dull technical data, price, and dimensions. Instead it will point up how finished products — cabinets, lawn furniture, new house wings and the like — fit into the consumer's vision of ideal home life.

More finished models should be used at point of sale to suggest the pride of accomplishment which can result from the work. Women's interest in Do-It-Yourself also must be promoted, he stressed, through advertising using more color and style — with a feminine touch and reflecting a feminine point of view.

The operations of many lumber yards constitute a major weakness in their present inability to merchandise to this market, Martineau pointed out.

He said that the attitude survey illustrated that lumber yards have no distinct personality in the minds of consumers, that they often impress people as being merely places one has to go to get lumber—matter-of-fact places, where an atmosphere of trade jargon often frightens off the novice.

To overcome this attitude, he said, lumber dealers should develop better consumer-clerk relations by offering help and guidance to the uncertain buyer, by perhaps even setting up a technical advice service to advise and encourage consumers about jobs they are about to tackle.



H. ROSS BARRETT

Philip Carey Announces Executive Promotions

As a part of its over-all expansion plan to increase plant facilities, product lines, and markets, the Philip Carey Manufacturing Co., Cincinnati, Ohio, has made several managerial appointments.

H. Ross Barrett has been appointed executive vice-president. He has been with Carey since 1943 as vice-president and controller and as financial vice-president.

Earl C. Faulkner has been appointed vice-president in charge of the Western division. He was executive vice-president of the Lehon Co. before it was purchased by Carey in 1955.

Clarence E. Howard is now vice-president in charge of the Eastern division. He progressed through the Carey organization from salesman to general manager.

Edwin F. Ziegenhardt is the new controller. He joined Carey in 1935 as an accountant.

More Two-Bath Homes

Recent trends in new home construction show that the average housewife wants plushier - looking bathrooms and many demand two or more to a dwelling.

Of 1,328,700 new homes built last

year, according to the U. S. Bureau of Labor Statistics, 27 per cent had two baths, an increase of 6 per cent during the past five years. Five per cent of the homes had three or more baths installed per dwelling.

BRI To Hear Panels

The fifth annual meeting of the Building Research Institute, technical society for the building industry, is scheduled for May 20-22 at the Sheraton - Brock Hotel in Niagara Falls.

The technical program includes a report on "Particle Boards, Their Manufacture and Uses," by Carl A. Rishell, Timber Engineering Co., and three panels on "Plumbing—Newest Developments and Today's Problems," "Future Residential Community Construction," and "What Mrs. America Wants in the Home of Tomorrow."

Forest Products Body Meets in Asheville

New methods and materials for improved wood utilization will be discussed at the 10th national meeting of the Forest Products Research Society in Asheville, N. C., June 4-7. The society is composed of more than 3,000 members from throughout the nation and 39 foreign countries. It represents all branches of the wood industry, from logging to distribution of the finished wood product.

The program will include 14 technical sessions and open meetings of 15 FPRS committees. The FPRS Suppliers' Exhibit will include visual displays of raw materials and equipment used in the production of wood products.

The meeting attendees will tour plants of furniture manufacturers and allied wood-using industries in the Asheville area.

The themes of the technical sessions will include quality control in wood products; preservation of wood materials used in building; prevention of decay and termites in building construction; marketing — a management tool from production through retailer; keeping abreast in wood gluing; production and quality control of laminated timbers; improved techniques for wood drying; chemicals from lignin, hemicellulose and other by-products; machining of composition board; more complete utilization in logging and milling; what the user wants in composition boards; better finishes for furniture; packaging and shipment of furniture; and improved plywood products through technology.

MOVING UP in the industry

Masonite Corp. . . . JOHN T. MOORE has been appointed assistant manager of this hardboard manufacturer's Southeastern division with Atlanta, Ga., headquarters. P. A. Sharp is the division manager. Moore was a dealer salesman in North Carolina for five years before becoming assistant dealer sales manager in October '53. Howard Findley has succeeded Moore as assistant to Earl Hadland in Masonite's Chicago office.

Voluntary Home Mortgage Credit Program . . . FRED B. MORRISON, Alexandria, Va., has been appointed executive secretary of the national committee. He succeeded Arthur W. Viner, who is leaving to enter private business. Morrison will work with Albert M. Cole, committee chairman and HHFA administrator. A graduate of Columbia University law school, Morrison previously was counselor for the American Red Cross.

Republic Steel Kitchens . . . As part of a special campaign, the Republic Steel Corp. announced promotion of ROGER W. PANKONIE as manager of dealer development. He will head a staff of dealer train-



RICHARD M. BAMFORD has been appointed sales manager of the Keystone Wire Cloth Co., Hanover, Pa. He had been assistant sales manager since 1953. In his new position he will direct sales of insect wire screening and aluminum frameless tension screens.

ing specialists. Among his first duties will be coordination of a contest for distributor salesmen aimed at enlisting new dealers and upgrading existing dealers.

Chamber of Commerce of the U. S. . . . JAMES F. STEINER has been appointed manager of the Construction and Civic Development Department, with headquarters in the Washington, D. C., office. He joined the Chamber staff in 1950 as program advisor in the Western division and has been assistant manager and urban development specialist since 1953.

Philip Carey Manufacturing Co. . . . ROBERT F. TURNER has been promoted to sales promotion manager for this Cincinnati firm. Well known in the building materials field, Turner has been a sales executive for Carey for many years.

American Kitchens Division . . . The Avco Manufacturing Corp. has appointed K. O. DUPREE as director of sales for this division. Formerly Dupree was general sales manager of Magic Chef, Inc. American Kitchens also recently announced that FRED HASTINGS will head a new department devoted to defense and contract sales.

Yates-American Machine Co. . . . New sales manager for power tools is ROBERT D. SIMPSON. He will supervise the company's dealer organization in marketing Yates-American workshop power tools. Previously he was with the Lumite division of Chicopee Mills, Inc.

Flintkote Co. . . . DENNIS J. Mc-



BERT COLE is the new senior vice-president in charge of marketing for the Atlas Plywood Corp., Boston, Mass. Having joined Atlas six months ago as vice-president in charge of sales, he now directs all marketing activities, including sales, warehousing, advertising, and research. He previously held top sales executive posts with Servel, Philco, and Crosley.

NAMARA has been elected vice-president and controller, and WILLIAM FEICK JR. is now treasurer. McNamara was chief cost accountant from 1920 to 1932, then controller, and assistant treasurer from 1939. Feick previously was assistant vice-president of a San Francisco bank.

Dur-O-Wal Products of Alabama, Inc. . . . CARL E. MILLER has been appointed sales representative. From the Birmingham office he will call on dealers and architects in Alabama, Arkansas, Mississippi, Tennessee, Kentucky, Georgia, Florida, Texas, Louisiana, and the Carolinas. A graduate of Howard College, he has been in advertising and sales promotion work for six years.

Committee to Seek Freight-Rate Relief

To provide a united front in a campaign to obtain relief from "inequalities and discrimination" in lumber freight rates as related to Southern lumber, the Southern Lumber Traffic Committee has been organized. It was formed at a meeting of Southeastern lumbermen in Savannah, Ga., on March 22, sponsored by the Southeastern Pine Marketing Institute.

At this meeting of 17 lumbermen from Alabama, Florida, Georgia, South Carolina, and Virginia, differences in rail freight charges into the Northeast on Southern lumber, West Coast lumber, and competitive materials were explained by Joe Flemming, Birmingham traffic consultant, and then discussed by the producers.

Flemming reported that originally Pacific Coast rates were based on water competition, which is no longer a factor; the Interstate Commerce Commission has been sold on the idea that West Coast rates to Chicago should be predicated on the rate from Hattiesburg, Miss., to Chicago, with the equivalent cents per 100 pounds increase (not percentage increase), and the West has to have relief to compete in the South; Southern lumber rates have increased more than 100 per cent since 1946 while blanket West Coast rates have increased only 66 per cent — and would have increased 29 cents more per 100 pounds if full percentages had applied; large reductions have been made on competitive materials within the South and the Official Territory.

The latter is that territory north of the Ohio River and east of the Mississippi River. Because Southern lumber rates are based on the distance principle into the Official Territory rather than on the "blanket rate of \$1.36 per 100 pounds" allowed on West Coast lumber anywhere

within the Official Territory, it was explained, the rate per ton mile on lumber from the Pacific Northwest to the Northeast is lower than from Southern origins, even though their rate per 100 pounds is higher.

At the Savannah conference, the lumbermen pledged monetary contributions to be used in the united effort to obtain freight-rate adjustments, and elected a board of trustees for the Southern Lumber Traffic Committee. They include H. L. Manley, Savannah, chairman; Oswald Lightsey, Miley, S. C., vice-chairman; H. F. Beal, Jacksonville, Fla.; George McLaney Jr., Elizabethtown, N. C., and Raymond Terry, Centerville, Ala.

This campaign was discussed at the Southern Pine Assn. convention in New Orleans in April, and it was decided for the SPA president to appoint one lumberman each to represent the states of Louisiana, Arkansas, Mississippi, and Texas. Funds are to be solicited from other lumbermen by these trustees and through various state and area organizations. The goal is \$50,000, the total required if the case must be taken beyond the ICC and into the courts for action.

More Lumber Expected To Be Grade-Stamped

There will be much more grade-stamping of lumber from the West Coast under new grading Rules 15 than ever before. This much was developed at a panel discussion of the new rules at a stockholders' meeting of the West Coast Lumbermen's Assn. in Portland, March 21-22.

"From all indications," said H. V. Simpson, executive vice-president, "the great majority of the mills like the new rules. Support from the retail and wholesale level has been excellent."

Several millmen indicated intention to grade-stamp the new Economy grade, as well as Construction, Standard, and Utility.

WCLA's youthful president, N. B. Giustina of Eugene, was re-elected, as were the three vice-presidents, Nils Hult, Jack Fairhurst, and Robert Ingram. Elected for the first time was Eliot Jenkins as treasurer.

Giustina outlined the active plans of WCLA for the biggest promotion year in its history, with special emphasis on projects featuring the retail lumber dealer. He announced continuing national advertising in shelter and farm magazines, new literature, new technical books, including new species booklets, and a series of television movies which should stimulate much lumber business.

Ralph E. Clark, an official of the Association of American Railroads,

promised lumbermen there would be no freight-car shortage this summer if every available car is used economically and efficiently, with delayed routing eliminated, and turnaround time cut down to the barest minimum.

Addressing the annual association banquet, Governor Elmo Smith of Oregon paid high tribute to the West Coast lumber industry for its leadership in good forestry practices and for its strong backing of research to improve lumber products.

Lawrence D. Kellogg of Alexandria, La., president of the National Lumber Manufacturers Assn., told millmen they could no longer sit back on their padded office chairs and abandon their markets to substitutes, but must pool their resources through concerted action. He said lumber must be sold like it has never been sold before.

Big Plywood Promotion To Be Launched in May

One of the biggest promotional campaigns the industry has launched will get under way May 21 with a series of commercials on the NBC television show, *Home*, starring Arlene Francis and Hugh Downs. The theme is "You Can Afford Expensive Ideas with Plywood."

Sponsored by the Douglas Fir Plywood Assn., the summer-long program will cost close to half a million dollars. It will include page ads in six national magazines and ads in three newspaper supplements.

The full impact of the advertising program is geared to plans for a whole new series of ideas for home improvement and better living. These plans are contained in a compact, tie-in merchandising kit, which is free to lumber dealers.

The free kit contains folders on 36 plywood project plans, counter display, four window banners, ad mats, portfolio of display suggestions, and copy for newspaper, radio, and TV ads.

All advertising in consumer publications is slanted to direct prospects to the lumber dealer for help with any project in plywood.

Heads U. S. Chamber

John S. Coleman, 58, president of the Burroughs Corp., Detroit, Mich., will take office as the 29th president of the Chamber of Commerce of the U. S., at the close of the 44th annual meeting in Washington, D. C., May 2. He was elected by the board of directors in March.

Among the regional vice-presidents who will begin a new one-year term this month are Melvin H. Baker, National Gypsum Co., Buffalo.

this man has the flair

for making
MONEY!

FLAIR AWNINGS ARE PRICED RIGHT . . . offering generous discounts to dealers and distributors yet keeping today's competitive selling in mind at the consumer level. YOU can get into the profitable FLAIR awning business with a minimum investment.

FLAIR'S standard stock sizes will supply 96% of your customers' requirements. FLAIR awnings are easier to sell! Their ultra-modern design adds new beauty and FLAIR awnings fold down for positive protection against hurricanes and severe wind storms.

FLAIR WILL TRAIN YOUR SALESMEN!

A complete FLAIR, tested and proven, Sales Training Program filmed in color with music and narration, assures your organization sales success from the very start! This training program plus effective hard-hitting newspaper advertising mats and other dynamic sales helps are provided to all FLAIR dealers at no cost.

NO EXPENSIVE TOOLS OR EQUIPMENT NEEDED!

As all FLAIR awnings are precision manufactured and inspected at the factory, no capital investment of expensive equipment is necessary. All you need for expert installation are standard hand tools and an electric drill . . . and you're in business! No other business offers so large a profit potential for so small an investment.

IT'S ALWAYS **flair** WEATHER



FLAIR AWNINGS ARE BUILT FOR LIFETIME SERVICE!

Offer protection against sun, wind, and rain while providing effective, perfect ventilation. Quickly secured in down position for positive protection against hurricanes and breaking and entering. Aluminum or Fibre-glass.

**MAIL
NOW**

IT MEANS BUSINESS!

SeaView Awning Company SBS 5
4030 N.W. 29th Street, Miami 42, Florida

I am interested in becoming a FLAIR franchised dealer.
Please send complete details.

Name

Address

City State

Type of business

Trade Promotion, Research Stressed at Southern Pine Meet

EXPANDED and more efficient lumber production, new opportunities for research and product development, and more intensive trade promotion were emphasized by industry leaders in an atmosphere of optimism at the 41st annual convention of the Southern Pine Assn. in New Orleans, April 4-6.

In an opening address, Arthur Temple Jr. of Diboll, Tex., president of the organization of pine manufacturers, detailed the "rebirth of a great natural resource." He said:

"The old fear that has been so widely propagandized in the past that our forest resources were diminishing, received a death dealing blow when the U. S. Forest Service in its preliminary Timber Resource Review, released in 1955, disclosed that the growth of Southern pine sawtimber today exceeds cut by 22 per cent, or 2½ billion board feet per year. Think of this amazing record and what it means in the way of future possibilities — not only in the production of 2 x 4's and so on, but as a wide open challenge for new products and applications through scientific developments and research."

The national importance of these facts was accented by the attendance at the convention of leaders of the West Coast lumber industry, the pulp and paper industry, and all the other users of wood.

Lawrence D. Kellogg of Alexandria, La., president of the National Lumber Manufacturers Assn., said all indications pointed to a bigger, better Southern pine lumber industry.

"Yes, the South has a bright future in timber supply," he said. "But what about our future in the market place? Can we continue to devote most of our energy to production and pay little heed to the problems of promotion and creating consumer demand?"

"It's estimated that by 1975, there will be 221 million people in the United States. Unlike our grandfathers, they will not have the daily contact with wood, and how many of them will know and appreciate wood? We can't relax on calculations based on baby booms and the assumption that the babies, on reaching a certain age of wisdom and discretion, will buy lumber and wood products by some natural built-in preference. They will have to be educated on the utility, the beauty, and the value of lumber.

The lumber manufacturers were warned of the "danger of falling into mental stereotypes about the nature of marketing and of consumer desire," by Miss Elizabeth Gordon, editor of *House Beautiful* magazine, of New York City. She

declared that American people are hungering for more beauty in their houses — more appeal to the spirit — more glamour.

"Wood is in a very favorable position right now," she pointed out. "It is a most human material, warm in touch, friendly by tradition. Wood is associated with all our past style phases, so it has the blessings of our racial memory. Wood, as a building material and finishing material, is in the main line of development of our emerging American modern architecture.

"The American style house, pioneered by architects like Frank Lloyd Wright and the Greene brothers as long as 60 years ago, used the wood structure itself to endow the building with pattern and design. By exposing the framing, the structural members, they showed how the house could have integral ornament, of itself and in itself. By now this design point of view is really flowering.

"The wood house can achieve this kind of integral design better than the steel-framed house or the concrete house — for reasons which must be even more obvious to you than to me."

Miss Gordon urged correction of the following "sick" points:

1. Need for restyling of moldings, joint systems, window and door frames.

2. Need to solve how to have big window openings without heavy wood mullions and muntins and

steel supporting.

3. Need to have better details for interior storage walls — for new and remodeling work.

4. Need to show people how to use wood for secondary building around their property: how to build sun shades for west walls, wind breaks, fences for privacy, garden houses for tools.

5. Need to develop structural lumber of sufficiently good grade and finish to give a good appearance when exposed.

The objectives, plans, and progress of the Southern Pine Assn.'s trade promotion program were explained by T. L. Temple III of Diboll, Tex., chairman of the SPA Trade Promotion Committee. He emphasized that the consumer would remain the "primary target."

Concluding, Temple said that "the hope is clear: that our subscribers will continue and enlarge our program, that our efforts may accelerate the clear re-ascendancy of quality Southern pine as the premium wood in the nation's market."

In research sessions, technologists discussed a new finger end joint which had 78 per cent the strength of normal wood and nearly twice the strength of previous type joints; an automatic grading device that possibly would combine mechanical and electrical equipment with some type of radiation or atomic energy; and a new clear, water-repellent stain for use on wood for home exteriors.



New officers of the Southern Pine Assn. are shown following their election in New Orleans last month. Seated from left are Q. T. Hardtner Jr. of Urania, La., first vice-president; Leon Clancy of Decatur, Ala., president; and Philip E. Frankfort of Franklin, Va., second vice-president. Standing at left are Stanley P. Deas, secretary-manager, and M. L. Fleishel of Port St. Joe, Fla., treasurer.



SPREADS like butter

Penn-Dixie 'One-Package' Mortar Cement gives you the smoothest working mortar you've ever used. Your masons will like its *buttery* qualities and *velvety* texture.

The inclusion of all cementing, plasticizing and waterproofing materials pre-mixed in the one cost-saving package means superior quality and substantial economy.

Try Penn-Dixie 'One-Package' Mortar Cement on your very next job for easy spreading, smoothness and the maximum in plasticity yield and strength.



PENN-DIXIE CEMENT
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PLANTS: Nazareth, Pa. • Bath, Pa. • Penn-Allen, Pa. • West Winfield, Pa. • Buffalo, N. Y. • Richard City, Tenn. • Kingsport, Tenn. • Clinchfield, Ga. • Des Moines, Iowa • Petoskey, Mich.

DISTRIBUTING PLANTS: Chicago • Detroit • Milwaukee

OFFICES: New York • Chicago • Philadelphia
Detroit • Boston • Pittsburgh • Milwaukee • Buffalo
Atlanta • Des Moines • Petoskey, Mich. • Nazareth, Pa.

Penn-Dixie Promotes Doolittle, Van Nest

Election of Fred L. Doolittle to the new post of executive vice-president of Penn-Dixie Cement Corp. is announced by B. W. Druckenmiller, president. Doolittle, who has served as vice-president and general sales manager since 1950, was also elected to Penn-Dixie's board of directors.

At the same time L. L. Van Nest was elected vice-president and general sales manager, Hugh R. Hamilton became vice-president and assistant to the president, and H. L. Silcox was made vice-president for operations. John H. Jones replaces Silcox as operations manager and Donald L. Hensley succeeds Van Nest as assistant general sales manager.

Doolittle joined Penn-Dixie in the Boston office in 1929, and was appointed assistant sales manager of the Boston office in 1939. He became assistant sales manager of the New York district office in 1941. He was named general sales manager of the company in 1945.

Van Nest became associated with Penn-Dixie in 1941 as assistant sales manager in New York after 14 years with the Lehigh Portland Cement Co. in sales capacities. He was appointed assistant general sales manager by Penn-Dixie in 1945.

Hensley, a football star for the University of Pittsburgh, served as coach there after his graduation in 1938. He became associated with the cement industry in 1939 and joined Penn-Dixie in 1942 in the Boston office. Later transferred to the New York sales offices, he was appointed New York district sales manager in 1947.

Heads Acoustical Body

Lyle F. Yerges, Chicago, manager of Industrial Product Development, U. S. Gypsum Company, was elected president of the Acoustical Materials Assn. at San Francisco on April 5.

Paul J. Washburn, New York, Johns-Manville Sales Corp., was elected vice-president. Wallace Waterfall, New York, was reappointed secretary-treasurer of the association.

Chuck Wagon Breakfast for D-I-Y Customers

A merchandising idea that has won hundreds of new friends for a San Francisco grocery chain of stores is being suggested by the Douglas Fir Plywood Assn. for use by retail lumber dealers, especially those seeking the Do-It-Yourself trade.

The idea is a free "chuck wagon" breakfast for customers. The association suggests a Saturday morning

when the man of the house usually is free from work. A long booth in front of the store or in a conspicuous place in the yard is easily constructed of fir plywood.

The breakfast served by the grocery chain consists of orange juice, three or four hot cakes with butter and syrup, fried eggs, two pork sausages, and a mug of coffee. The grocery chain—which operates on a considerably smaller profit margin than the lumber industry—considers the cost of these breakfasts almost negligible in comparison to the new business generated.

It is far better than the "give-away" idea, even with big items like television sets, the grocery chain owner explained, because it makes everybody happy instead of only a few.

Study Use of Oak Waste for Paneling

"Montauk" — a wood paneling made of inferior grade oak — is believed to be the answer to the problem of waste lumber confronting so many mills.

According to the University of Missouri, over half the lumber sawed in a typical Ozark sawmill contains defects to an extent that it can not be sold or must be sold at great loss. This is due to the vast number of trees that are crooked, decayed, or otherwise defective from decades of land abuse. The problem primarily concerns several species of oak.

The problem is recognized as such a great one in the entire central hardwood region that nine agricultural experiment stations in that area have agreed to finance jointly the oak paneling study, now underway at the University of Missouri's Department of Forestry. Dr. Richard C. Smith heads the research.

This problem is similar to that faced by producers of white pine years ago. Knotty pine paneling proved a solution to their problem, just as it is hoped that Montauk will solve the low-grade oak waste problem.

The Department of Forestry has attacked the problem in five phases:

1. Consumer preferences and market potentials.
2. Patterns and processing techniques.
3. Fasteners and their use.
4. Finishing materials and their application.
5. Costs and pricing.

Exaggerated tongue-and-groove edges have been planned on initial paneling designs to eliminate face nailing and putty daubing. Metal clips also have been designed to reduce the number of nails needed. One fastener designed by the Department of Forestry eliminates use of nails in installing paneling.

South Stands High in Home Ownership

Three out of every five families in the South own their own homes, the highest rate of home ownership in history of the region, according to the U. S. Department of Commerce.

A survey conducted last February by the Bureau of the Census showed that 60.7 per cent of all homes in Alabama, Florida, Georgia, Mississippi, Tennessee, Kentucky, the Carolinas and Virginias, Maryland, Delaware, Arkansas, Louisiana, Oklahoma, Texas, and the District of Columbia are owned by households.

Based on the 1950 census of housing as to number of dwelling units in the South and year-to-year Bureau of Labor Statistics on units authorized since that time, it was estimated that this would be more than 9 million homes owned by the households.

The approximately 61-per-cent rate of ownership in the broad Southern region is slightly greater than the 60 per cent for the nation as a whole, and stands second regionally in the United States. Only the North Central area of Ohio, Michigan, Indiana, Illinois, Missouri, Kansas, Nebraska, Iowa, Wisconsin, Minnesota, and North and South Dakota has a higher rate of ownership, 66.4 per cent. The Northeast is the lowest, with 52.1 per cent. The West has 59.8 per cent.

Vast strides have been made in the South in home ownership since 1950 when 53.7 per cent of the homes were owned by the households.

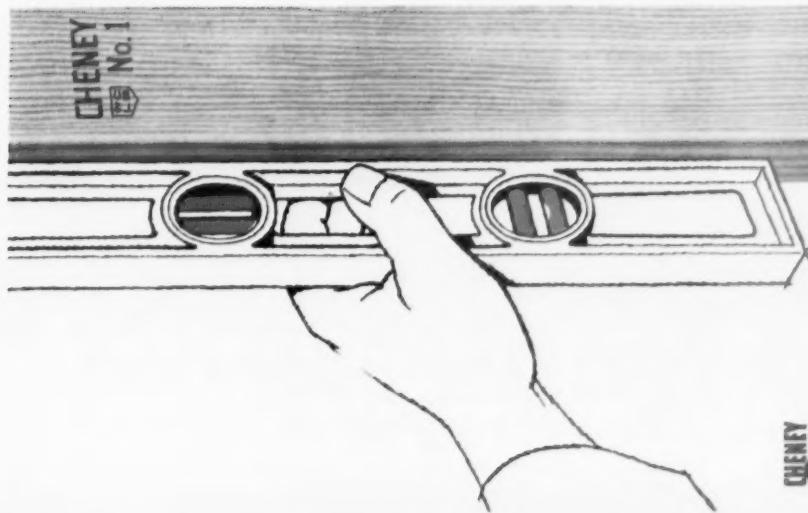
New Seidlitz Subsidiary To Serve Gulf Coast

The Seidlitz Paint and Varnish Co., Kansas City, Mo., has formed a wholly-owned subsidiary for production of paints and related products to serve the Houston, Tex., market.

To be known as Seidlitz Paints of Texas, Inc., with general offices and factory in Houston, the new company will serve the entire Gulf Coast region.

G. R. Seidlitz, president of the parent company, is chairman of the board of the subsidiary Houston corporation. C. N. Seidlitz Jr. is president; F. E. Newman, vice-president and general sales manager; Homer M. Babcock, secretary-treasurer; Ross H. Callaway, plant manager, and Paul N. Hawkins, chief chemist.

A fully-equipped varnish and resin plant for the production of basic vehicles and varnishes will enable the new Seidlitz corporation to keep production costs at a minimum and quality control at a peak of efficiency, according to President C. N. Seidlitz Jr.



*Originators
of the
eight foot stud*

specify  **CHENEY STUDS**

a good straight wall starts with CHENEY STUDS

...so be sure this registered trademark*
is on every stud you buy.

RED END WAX SEALED *
ANTI-STAIN TREATED
PRECISION TRIMMED
EASED EDGES
WCLB GRADE MARKED
ATTRACTIVE YARD PILES
PREMIUM QUALITY



* TRADEMARK REGISTERED U. S. PATENT OFFICE

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General Sales Offices 424 Tacoma Building, Tacoma 2, Washington
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...standard of quality for dependable dealers

CASH IN ON THE DEMAND for Dur-O-wal



Butt weld Dur-O-wal lies flat in the mortar bed . . . handles fast . . . provides crack control for every type of masonry wall.

6 Reasons why Dealers Stock Dur-O-wal

- Dur-O-wal is called for by name
- Architects specify Dur-O-wal
- Dur-O-wal is an engineered product
- Dur-O-wal is a quality product
- Dur-O-wal has a fast turn-over
- Dur-O-wal is easy to handle

Trussed Design
Butt Weld • Deformed Rods
DUR-O-WAL®

**the Backbone of Steel
for EVERY masonry wall**

Phone, wire, or write Dept. 5B
for the name of your nearest distributor



Dur-O-wal Div., Cedar Rapids Block Co., **CEDAR RAPIDS, IA.** Dur-O-wal Prod., Inc., Box 628, **SYRACUSE, N.Y.** Dur-O-wal of Ill., 119 N. River St., **AURORA, ILL.** Dur-O-wal Prod. of Ala., Inc., Box 5446, **BIRMINGHAM, ALA.** Dur-O-wal Prod., Inc., 4500 E. Lombard St., **BALTIMORE, MD.** Dur-O-wal Div., Frontier Mfg. Co., Box 49, **PHOENIX, ARIZ.** Dur-O-wal, Inc., 165 Utah St., **TOLEDO, OHIO**

'BETTER WAY' Shared by Dealers

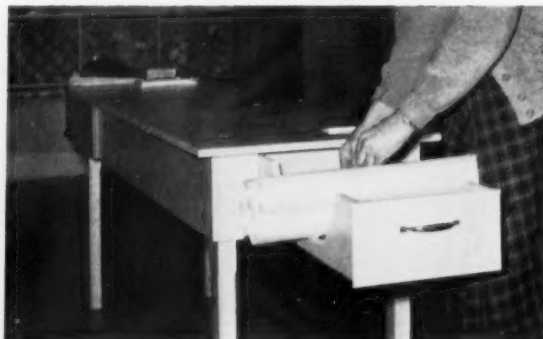
Letterhead Lists 54 Products Sold

Most dealers give some summary indication on their business letterheads or company stationery of the merchandise they sell, such as lumber, building materials, millwork, and paints. But the City Lumber Company in Jackson, Tenn., goes a big step further and makes promotional use of their letterheads by listing 54 different kinds or brands of merchandise sold.

President Ab Taylor of the Jackson firm explains that the printing of the list on the letterhead keeps the variety of products and supplies sold by the company constantly before customers and suppliers.

The City Lumber Company carries this list of products along the left margin of its letterhead, beneath an attractive home sketch, the street address and three telephone numbers of the firm: awnings, brick, building paper, built-up roofs, carpenter's tools, carports, cement, doors, fire brick, flooring, flue lining, frames, Geneva kitchens, glass, gravel, hardware, insulation board, lath (metal), lath (insulation), lime, linoleum, lumber, mail boxes, millwork, mouldings (metal), mouldings (wood), nails, paints, perlite, picture frames, plaster, plywood, posts (fence), Rocklath, rock wool, roofing (composition), roofing (metal), sand, sandpaper, sewer pipe, screens, Sheetrock, shingles (composition), shingles (wood), stone (field), venetian blinds, wall board, wall coping, wallpaper, weatherstrip, Weatherwood, windows (aluminum), windows (steel), windows (wood).

Table Speeds Wallpaper Sales



TO GIVE faster service to Do-It-Yourself wallpaper customers who want to take purchases with them, a special table devoted to packaging wallpaper has been built by the Hiegel Lumber Company in Conway, Ark. Built in the yard's cabinet shop, the table has a special long drawer in its end, provided with scooped-out sides, which holds the bundles of paper in place while they are being tied.

The drawer is long enough to handle all the rolls of one design. Holding them securely so that they do not tumble about, the drawer also prevents damage to the edges of the paper.



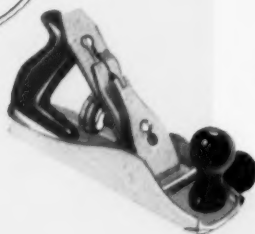
For Your Spring Building Business



CELOTEX
BUILDING PRODUCTS

FRY
Roofing

Metalart



**NAMES You
can rely on
PRODUCTS You
depend on**

**YOU'LL FIND
'EM ALL
AT**



SOUTHERN STATES IRON ROOFING CO.

Serving the Building Material Trade Continuously since 1914

GENERAL OFFICES: ATLANTA, GEORGIA

**BRANCHES: ATLANTA, GA. • SAVANNAH, GA. • BIRMINGHAM, ALA. • LOUISVILLE, KY.
MEMPHIS, TENN. • MIAMI, FLA. • NASHVILLE, TENN. • RALEIGH, N. C. • RICHMOND, VA.**

YOUR CHECKLIST

of quality building materials

To aid you in determining your exact needs, here is a handy checklist of building materials handled by SSirco. For immediate service, simply put a check by the products you want and call your nearest SSirco office, which is listed below.

Get ready for the big Spring building business
TEAR OUT THIS SHEET AND KEEP IN PROMINENT PLACE

ALUMINUM ROOFING AND SIDING

(Reynolds)
5-V Crimp Roofing, 26" wide
1 1/4" Corrugated,
26" and 48" wide
2 1/2" Corrugated,
26" and 48" wide
.032" Industrial Corrugated,
35" and 48" wide
Master Shingles
Weatherboard Siding
Ridge Cap • Valley
Eave and Gable Finish
Gravel Stop • Flashing

GALVANIZED ROOFING AND SIDING

5-V Crimp Roofing
Lock Tight Roofing
1 1/4" Corrugated
2 1/2" Corrugated
Double Lock Roll Roofing
Weatherboard Siding
Ridge Cap • Valley
Eave and Gable Finish
Gravel Stop • Flashing

SHEET METAL

Aluminum • Copper
Galvanized Steel
Terne Roofing
Stainless Steel

TRANSLUCENT GLASS FIBER PANELS

(Alysint)
Flat Sheets • Corrugated
Mastic • Window Pane
5-V Style • Step Lap

ASBESTOS PRODUCTS

Siding Shingles
Aluminum Trim

ASPHALT PRODUCTS

(Fry)
Shingles • Roll Roofings
Brick and Stone Siding
Felts • Built-up Roofing
Roof Coatings and Cements
Asphalt Filler Strips

NAILS

(Aluminum and Steel)
Finishing • Casing
Box • Plasterboard
Shingle • Roofing
Roofing, Lead Head
Roofing w/washers
Asbestos Shingle
Gutter Spikes • Common

GUTTER AND DOWN PIPE

Reynolds Embossed Aluminum
Galvanized Steel
Mitres • Rangers
Elbows • Shoes

LOUVERS AND VENTILATORS

Vari-Pitch Aluminum Louvers
Hamlin Aluminum Foundation
Ventilators
Leslie Louvers

RED CEDAR SHINGLES

(Shakertown)
Stained Shakes and Shingles
Perma-Stains • Glumac Units

FIR PLYWOOD

Douglas Fir Plywood

INSULATION

Gustin-Bacon Snap-On Pipe
Insulation
Reynolds Reflective
Certain-teed Fiberglass
Ultralite
Staple Guns and Staples
Roof Insulation
Rock Wool
Mastic and Cement

HARDBOARD PRODUCTS

(Masonite)
Presdwood
Tempered Presdwood
Tempered Tile
Duolux • Tempered Duolux
Panelwood • Siding

PLASTIC-COATED PANELING

(Barclay)
Sheets and Squares
Tile Pattern • Streamline
Solidtone • Metal Trims
Presdwood Mouldings
Adhesive

MISCELLANEOUS BUILDING PRODUCTS

Bates Stairways
Burns Aluminum
Tension Screens
Conwire Frame Screens
Miami Carey Bathroom
Cabinets and Accessories
Aluminum Mouldings and
Threshold Plates
Termite Shields

ALUMINUM MILL PRODUCTS

(Reynolds)
Flat Sheet (Various Alloys)
Coil Sheet (Various Alloys)
Architectural Shapes
Structurals • Tubing
Screw Machine Stock
Tooling Plate
Tread Plate

REYNOLDS Do-It-Yourself Aluminum Products

DOORS — METAL

Garage — Aluminum
Garage — Steel
Frame — Steel
Screen — Aluminum
Sliding Closet — Steel

AWNING SUPPLIES ALUMINUM

Step Down Sheet
Pre-annealed
Solid — Ventilated
Angles • Channels
Tubing • Fringe • Screws

SOUTHERN STATES IRON ROOFING COMPANY

ATLANTA, GA.
1530 Ellsworth Dr., N.W.
Phone: 57camore 4-9511

SAVANNAH, GA.
309 Stiles Avenue
Phone 6-2461

BIRMINGHAM, ALA.
2830 Fifth Ave., North
Phone: 4-5461

LOUISVILLE, KY.
1239 South Tenth St.
Phone: MEIrose 4-9441

MEMPHIS, TENN.
703 North Royal Ave.
Phone: JACson 5-4717

MIAMI, FLA.
3640 N.W. 52nd St.
Phone: NE 5-2595

NASHVILLE, TENN.
Harrison St. at Seventh Ave.
Phone: Alpine 5-1152

RALEIGH, N. C.
1431 Courtland Drive
Phone: 4-6221

RICHMOND, VA.
1910 Petersburg Pike
Phone: 82-6748

Here's beautiful news! New Flintwood "32"!

... the only 32" asbestos siding
... in eye-filling two-tone colors ... with
Wrap-Around Dura-Shield® Silicone Protection!

You've got to *see* it to believe it! For Flintkote's new Flintwood "32" offers your customers a brand-new concept of color-tone, surface protection and proportion in siding!

Let's take the last-named advantage, *first!* A 32" length! Your builder and applicator customers can apply Flintwood siding across two studs which are normally 16" apart. They can put it over insulation sheathing in new construction. And have all joints nailed into the studs...eliminating special fasteners.

And that's not all! If applicators use Flintwood "32" in 16" width (as available in the East), much fewer units of siding are required per square. Only 30, in fact!

If your customers use Flintwood "32" in 9½" widths, (as available now in the West and South), they still need only 52 units per square.

What *colors*... and two-tone effects! What range! Dark brown* ... light brown ... dark green ... light green ... white ... ivory ... and gray. Sidings to please *everyone!*

And every individual panel of Flintwood Asbestos-Cement Siding is completely protected with Flintkote's new "Wrap-Around" Dura-Shield Coating! Front ... back ... edges ... corners ... *even the nail holes*. And the facing shield of silicone gives added protection against moisture and staining.

So take Flintwood "32" from *here* ... and sell it to make homes more beautiful ... customers more satisfied ... and profits more gratifying. Ask your Flintkote Representative to show you Flintwood "32" siding today.

THE FLINTKOTE COMPANY, Building Materials Division
30 Rockefeller Plaza, New York 20, N. Y.

*not available in the East at present

FLINTKOTE

Style and Color Leader since 1901





Easier TO CUT

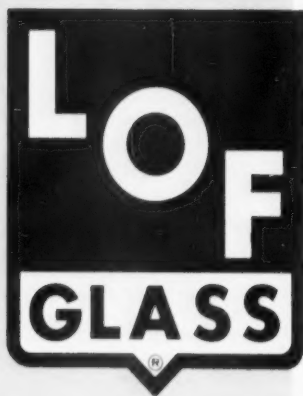
This is Mr. Frank W. Sommers, owner of Sommers Hardware Store in Beverly Hills, outside Chicago. This picture was taken the day he ran cuts on four well-known, but *unidentified*, brands of single-strength window glass in the now-famous "blind-fold test". He picked the L·O·F piece as easiest to cut. In fact, 28 out of every 30 dealers who were tested made the same choice—L·O·F! Said Mr. Sommers: "This one (L·O·F) gives you a smoother cut with no effort on the cutter."

Easier TO SELL

This L·O·F label identifies quality glass wherever it is seen. People *know* this label—it is appearing 216 million times in 1956 advertising alone! And every time it appears it adds to the already strong preference for L·O·F glass. This preference means faster, easier sales for you.

Easier TO MERCHANDISE

Mail this postal-size card to your customers. It reminds them to replace broken or cracked window glass. And it reminds them to buy it from *you*. It even suggests that they buy glass for furniture tops, too. Order a quantity of *WG-35* from your Libbey-Owens-Ford Distributor (listed under "Glass" in the yellow pages of phone book). Or write to Dept. 7056, Libbey-Owens-Ford Glass Company, 608 Madison Avenue, Toledo 3, Ohio.



LIBBEY·OWENS·FORD

the easy-to-cut **WINDOW GLASS**





"EVERYTHING HINGES ON HAGER!"*

C. Hager & Sons Hinge Mfg. Co. • 139 Victor Street • St. Louis 4, Mo.
Founded 1849—Every Hager Hinge Swings on 100 Years of Experience



THE 3 BEST THINGS TO TELL A SIDING CUSTOMER

*and you only
get them all with*

RUBEROID
Color-Grained

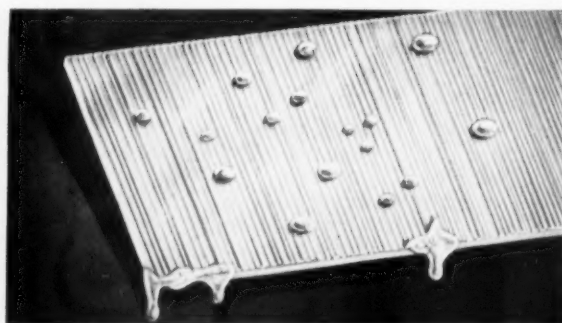
ASBESTOS SIDING



1. "The color is part of the shingle!" Not just painted on—the pigment is part of the asbestos-cement mixture! Irregularly striated color lines give 3-dimensional look—can't wash off—can't crack in sun! They're *part* of the shingle!



2. "It's Autoclaved! Won't Shrink!" Special high pressure, high temperature steam curing! Color-Grained Siding goes on tight . . . stays tight for life. A standard feature throughout the entire Color-Grained Siding line.



3. "DUROC-sealed against weather." Every shingle armored with a hard resin coating! Locks color in . . . moisture out. Dirt washes off easily. Duroc keeps Color-Grained Siding new . . . years longer.

The RUBEROID Co.

ASPHALT AND ASBESTOS BUILDING MATERIALS

Get a bigger share of *your* town's siding business with these 3 Color-Grained Siding sales extras! For details on this new and *different* product in the asbestos siding field, call your Ruberoid representative today.



The South's most popular screen

**Over 5,000,000
NOW IN USE!**



TENSION-tite[®] SCREENS

Easier to Handle Stock • Display

The new Tension-tite carton gives a complete sales story in words and pictures. Size clearly marked on end. Protects screens from dust.



Fast Service from Local Stocks

Nearby jobbers give prompt service from their warehouse stocks of all standard size Tension-tite screens, and make up special sizes as needed.



Sales Information for Your Clerks

An illustrated sales manual, a colorful slide film, and other informational material is available from your jobber to show sales personnel how to sell more screens.



Sales Aids Available

Window banners... folders... demonstrators... and many other Tension-tite sales aids are available from your jobber.



Easiest Screen to Install

Tension-tite is the only screen with a built-in template that accurately locates the position of the screws! This is only one of many unique advantages!



NEW FLOOR DISPLAY

Ask your jobber for this colorful floor display which holds a dozen Tension-tite screens. It is another means of increasing screen sales.



RUDIGER-LANG CO.

International Trade Mart • New Orleans, La.
Tulane 7186
Factories in Toccoa, Ga. and Berkeley, Calif.

Regal Heights Houses,
Charlotte, N. C.
Contractors:
Marsh Realty Co.
Architect: Louis Asbury
Windows: Lupton
Aluminum Casements

Fixed multi-pane picture
window, with ventilating
casements at each end.



Lupton Windows
for
quality and
price

Price is important, and you *can* meet it with a Lupton Window . . . but it's hard to put a dollar and cents value on all you and your buyers get when you install Lupton Metal Windows.

There's visual quality in construction and finish. There's beauty. There's sound design and rugged construction. There's variety — casements, double-hung, ranch and jalousie windows — to make it easy to select the "right" windows for the house. There's saving in time and money through quick, simple installation. There's prompt delivery from East and West Coast warehouses. There's satisfaction in buying, and selling a "name" respected for fifty years.

Ask your dealer, or nearest Lupton representative for prices, styles and sizes.

MICHAEL FLYNN MANUFACTURING COMPANY

Main Office and Plant: 700 East Godfrey Avenue, Philadelphia 24, Pa.

New York Office: 51 East 42nd Street, New York 17, N. Y.

Warehouse and Sales: 1441 Fremont Street, Stockton, Calif.

Warehouse and Sales: 2009 East 25th Street, Los Angeles, Calif.

LUPTON
REG. U. S. PAT. OFF.
METAL WINDOWS

Partial List of Southern LUPTON Distributors



Lupton Casement
Steel or Aluminum



Lupton Aluminum
Double Hung Window

NEW SALES HELPS

Ask your distributor for these Lupton sales helps:

POSTERS

Big . . . colorful . . .
eyecatching, 28 inches
by 38 inches. Printed
in 11 colors and lac-
quered.

ENVELOPE STUFFERS

One features Lupton
Aluminum Double
Hung Windows.
One features Lupton
Casement Windows.

Make your sales easier
with these colorful mer-
chandising aids . . . they'll
help make customers out
of prospects.

ALABAMA

Birmingham 1: Virginia Steel Co., Inc.
P. O. Box 1152, 1007 37th Place North

DELAWARE

Wilmington: Jandy, Inc.
3407 Lancaster Ave.

DISTRICT OF COLUMBIA

Washington 11:
Cushwa Brick & Building Supply Co.
137 Ingraham St. N.E.

FLORIDA

Jacksonville: George C. Griffin Co.
P. O. Box 5151, 1038 Kings Ave.
St. Petersburg: Metal Building Products, Inc.
P. O. Box 1559, 2700 22nd St. North

GEORGIA

Atlanta 1: Henry Taylor & Son
P. O. Box 1328, 1058 Amsterdam Ave. N.E.

KENTUCKY

Covington: Tate Builders Supply Co., Inc.
P. O. Box 27—Rouse Sta., 19th & Russell Sts.

Erlanger: Tate Builders Supply Co., Inc.
47 Dixie Highway

Louisville: John W. Bishop
319 W. Jefferson St.

LOUISIANA

Alexandria: F. A. Flynn, Building Specialties
P. O. Box 372, 140 Wheelock Ave.

New Orleans 19: Favrot and Pierson
3511 Toulouse St.

Shreveport: American Metal Window Co.
P. O. Box 819, 112 Caddo St.

MARYLAND

Baltimore 3: Maryland Steel Products Co.
P. O. Box 1997, Bush & Ridgely Sts.

NORTH CAROLINA

Charlotte: R. J. Lock Steel Products Corp.
P. O. Box 1763, 1200 W. Moorehead St.

SOUTH CAROLINA

Columbia: Kline Iron & Metal Co.
P. O. Box 1013, 1225 Huger St.

TENNESSEE

Knoxville: Dealers Warehouse Corp.
1372 North 6th Ave.

Nashville: Volunteer Structures, Inc.
4103 Nev Ave.

TEXAS

Dallas: American Metal Window Co.
P. O. Box 10173, 1205 Levee St.

El Paso: Electrical & Mechanical Supply Co.
P. O. Box 3247, Sta. A, 708-716 N. Piedras St.

Houston: Jim Lunsford Company
1525 N. Post Oak Road

VIRGINIA

Bristol: Central Warehouse Corp.
P. O. Box 85, 512 Scott St.

Richmond 21: Virginia Steel Co., Inc.
Mailing—Stewart Station Post Office
Office—3122 W. Cary St.

WEST VIRGINIA

Charleston 28: Fireproof Products Co.
P. O. Box 2311, Suite 422-Professional Bldg.

Martinsburg: Richard R. Feller Co.
P. O. Box 543, 900 Baltimore St.

MICHAEL FLYNN MANUFACTURING COMPANY

MAIN OFFICE AND PLANT — 700 East Godfrey Ave., Philadelphia 24, Pa.

Sales Offices and Sales Representatives

NEW YORK
51 East 42nd Street
New York 17, N. Y.

LOS ANGELES
Warehouse and Sales
2009 E. 25th Street
Los Angeles, Cal.

STOCKTON
Warehouse and Sales
1441 Fremont Street
Stockton, Cal.

KANSAS CITY
(Herb W. George)
9209 Cherry St.
Kansas City 3, Mo.

CINCINNATI
De Sales Building
1620 Madison Road
Cincinnati 6, Ohio

LUPTON

REG. U. S. PAT. OFF.

METAL WINDOWS

Shakertown®

FIRST**1st****NAME IN CEDAR SHAKES****1st****IN BEAUTY AND QUALITY****1st****IN DEALER PROFIT...**

Of course, Shakertown Sidewalls are first in profit because they are *first in sales... first in customer appeal!*

No other sidewall can equal these sales advantages; factory stained... no additional coat of stain required. Matching color nails included in the carton of shakes. Matching color "jiffy corners" available also. This is an unequalled "package" for you to sell! No wonder *Shakertown is first in dealer profit.* No wonder Shakertown is

FIRST NAME IN CEDAR SHAKES!

CARTON PACKED



Both 16" and 18" shakes are packed in cartons for ease in handling, storage and keeping them clean... adds to saleability and delivery. Shakertown Sidewalls are packed one square to carton.



SALES MERCHANDISER

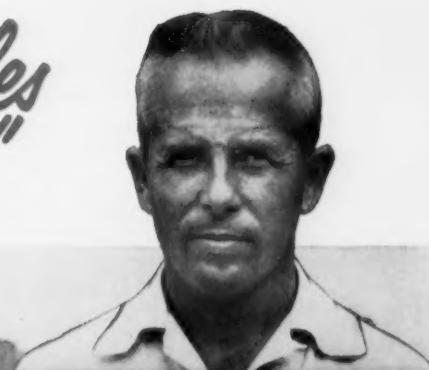
On the floor, at the point of sale, in your store where it counts... Shakertown provides a merchandising unit from which the customer can buy. Designed for minimum floor space... maximum impact.

For full information, see your Distributor or write today to

Shakertown

THE PERMA PRODUCTS COMPANY
20310 KINSMAN ROAD • CLEVELAND 22, OHIO

*"They really add sales
appeal to our homes."*



MR. EARL RUSHMORE

Builder of fine quality Rushmore Homes,
Kalamazoo, Michigan.



Several of the beautiful homes typical of the many already built, or planned for future construction,
by Mr. Earl Rushmore of Kalamazoo, Michigan.



MR. JOHN C. DE KREEK

President of DeKreek Lumber Co.,
Kalamazoo, the Dealer supplying
Curtis Silentite Window Units for
Rushmore Homes, says "We feel
there are no better windows than
Curtis Silentite, fitted at the factory
with Monarch Metal Weatherstrip.
With these easy-to-sell units we lift
ourselves out of competition."

Published in the interest of better,
more economical building
construction

COMPLETE WINDOW UNITS

equipped with **MONARCH METAL WEATHERSTRIP**

"We receive many compliments on the Monarch-equipped Curtis Silentite Window Units we use in all our homes. They really add sales appeal. Ease of operation and weather tightness make them a very valuable selling point in these homes which sell in the \$20,000 to \$30,000 price range."

Adding sales appeal to new homes is only one of the many benefits Builders, Dealers and Jobbers claim for complete window units equipped with Monarch Metal Weatherstrip. On millions of projects the use of these units has made on-site assembly completely unnecessary, saved countless dollars by preventing waste of labor and materials, and reduced dealer handling costs and inventory investment. Moreover, they have given to the owners much more for their dollars in better, sounder construction.

Your Millwork Jobber Can Give You Complete Details

Monarch[®] METAL WEATHERSTRIP CORPORATION
6343 ETZEL AVE. • ST. LOUIS 10, MO.



**Will this blot
spread...
or shrink?**



NOTHING STRIKES so brutally at human lives as a slum.

Yet of America's many millions of homes, the blot that is a slum covers more than 1 out of every 10... and nearly one-half of all our homes are urgently in need of repair and basic improvements.

Will the blot go on spreading? Or will a concerted, nationwide attack on the causes of slums shrink it, year by year, until it is wiped out? Today, this is a challenge to every American... a challenge that *must* be met.

Your community . . . your problem!

A slum reaches across blocks, across miles, to sit on your doorstep and demand a price.

You pay it in the threat of crime and juvenile delinquency to your family. You pay the price in higher personal property taxes to fight the disease and crime and poverty that are slum-bred. You pay personally when the value of your home sinks as community deterioration takes another step closer.

Your *firm* pays when the community where you do business goes downhill. Slums automatically mean lower purchasing power and less effective labor.

Good citizenship is good business

It's good citizenship and good business both for your firm to join efforts to check housing decay... to stop slums before they start. In fact, it's the *responsibility* of every business, as it is of every other good citizen, to support community improvement efforts.

Some slums are beyond repair. They should be torn down and a fresh start made. Others can be remodeled, made to conform to better living standards. So it is up to you to get behind every sound program which seeks to provide adequate housing for all our people.

Adding your support to the efforts of the millions already attacking the problem, your firm can help stop slums cold and put America's housing standards at a new height.

How to get into action

A group of Americans from every walk of life has formed a new, non-profit organization to help combat home and community deterioration — The American Council To Improve Our Neighborhoods . . . A.C.T.I.O.N.

Send for a free copy of "ACTION." It explains what A.C.T.I.O.N. is and proposes to do. It also lists booklets, research reports, check-lists, and other material which can help you protect the housing health of your community. Address P. O. Box 500, Radio City Station, New York 20, N. Y.



American Council To Improve Our Neighborhoods

More value for owners—more profit for you

with CURTIS



EASIEST WINDOWS TO SELL—that's what dealers say about Curtis Silentite windows. For instance, these Silentite Convertible wood windows—used here as awning sash—provide plenty of ventilation, yet have special weather-stripping for cold weather. Used in upright position, they make efficient casements. New style Zytel nylon hardware.



THERE'S EXTRA CUSTOMER APPEAL in these modern, single-pane Curtis Silentite casements. Silentite casements give home owners all the beauty and comfort and none of the grief often encountered with ordinary casements. They won't swing or rattle...lock in any position...and they are superbly weather-tight for year-round comfort.




STEP UP YOUR WINDOW PROFITS by selling Silentite double-hung windows with picture sash. No other double-hung window has all the weather-tight features of these Curtis units. They open and close at a touch—and their streamlined appearance gives them special charm and beauty. Easily installed in any kind of wall. Several styles.



INCREASE YOUR WINDOW SALES with these superior Curtis Silentite window units—ready to install. Above is a bay arrangement that adds more space—and more charm—to any home. These windows are installed with minimum time and effort. Like all Curtis Silentite windows, they are completely guaranteed as to materials and workmanship.

CURTIS


WOODWORK
heart of the home



Curtis Companies Incorporated
Clinton, Iowa

Clinton, Iowa • Wausau, Wis. • Chicago, Ill. • Sioux City, Iowa • Lincoln, Nebr.
Topeka, Kans. • Minneapolis, Minn. • New London, Wis. • Scranton, Pa. • Oconto, Wis.



**NEW
MIXED CAR
SERVICE FROM
MENASHA**

JUMBO MARKED SHEATHING and PACKAGED STUDS

**2 Big Values
for
Retail Lumber
Dealers**

Sheathing and Studs — the hottest building items on the market. Now you can get both in MIXED CAR SHIPMENTS from Menasha.

Our new stud mill is in full production. It is the finest in the industry. And Menasha quality green fir studs are packaged into strapped loads 4' x 4' x 8' for ease in handling.

Our sheathing is Jumbo Marked (a Menasha exclusive). Cuts labor costs because parallel lines 16" and 24" on center makes nailing easier and faster.

Your inquiries are welcome. We will give them prompt, courteous attention.



MENASHA PLYWOOD CORPORATION

Quality Manufacturers of Interior and Exterior Plywood and Studs

NORTH BEND, OREGON

Sales Agent: Menasha Sales Corporation

**MAKE
IT MENASHA
FOR MIXED CARS
OF SHEATHING
AND STUDS**

The Famous Family of *Rapidayton* CHAMPIONS



Shallow Well CHAMPION

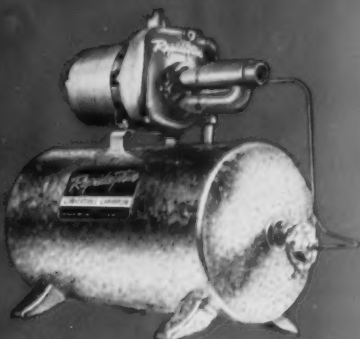
0 to 25 feet

The Rapidayton Shallow Well Champion is one of the basic models in the fastest-selling lines of packaged jet water systems in America. Premium quality, top performance, at today's competitive prices! Available with 13- and 30-gallon horizontal and 42-gallon vertical heavy-duty galvanized tanks. Also exclusive stainless steel tank. $\frac{1}{2}$, $\frac{1}{4}$, and $\frac{3}{4}$ h.p. motors.

Convertible CHAMPION

0 to 80 feet

The first of the famous Rapidayton Champions. The high-quality construction and exclusive, deluxe features make the Convertible Champion a nationwide best seller. The convertible feature (2 pumps in 1) enables you to use any model on shallow or deep wells without buying additional pump parts. Horizontal, vertical, and stainless steel tanks. $\frac{1}{2}$ and $\frac{1}{4}$ h.p. motors.



Twin* CHAMPION

0 to 150 feet

America's No. 1 all-purpose water system. The answer to the modern demand for more water in more places. The Twin, with its two impellers, actually loafs along while pumping full capacity at 40 lbs. pressure (compared to a loss of 50% to 80% in one-impeller pumps). The only convertible multi-stage pump made. Horizontal or vertical tanks. $\frac{1}{2}$ to $1\frac{1}{2}$ h.p. models. *TRADE MARK

YOU CAN quickly build a solid, profitable pump business with the famous family of Rapidayton Champions. This modern line of water systems has more exclusive and "worth more" features than any other line on the market. There's a pump for every need—for wells from 0 to 150 feet in depth.

Every Rapidayton Champion has the exclusive Quick-Connect flange which permits the use of plastic or steel pipe and saves up to \$10.00 in installation and material costs. Every Champion also has the advanced Quad-Volute design (four volutes instead of one) which assures peak efficiency, more water per horsepower, and longer life.

Rapidayton Champions are *better built*—under continuous quality control method. All Champions have bronze impellers with hub coupled to motor shaft *outside* the pump body. Rotary seal has exclusive brass retainer for perfect "seating." Standard nationally-known motors are separated from pump body by simple mounting bracket. Many Champion parts are completely interchangeable; this means lower inventory and easier service.

Rapidayton Champions are the most "sellable" jet water systems made. *Sell Rapidayton Champions.*



Packaged for Profit

All Rapidayton Champions are available in "package" models, assembled in a single unit, ready for immediate installation just as they come from the shipping carton. Tanks on Champion systems range from 13- and 30-gallon horizontal sizes to 42- and 52-gallon vertical units which meet FHA requirements. Four-gallon stainless steel tanks available on Shallow Well and Convertible Champions. Rush coupon today for full information.

♦ MAIL THIS COUPON TODAY!

THE TAIT MANUFACTURING COMPANY

Established in 1908 as Dayton Pump & Mfg. Co.
DEPT. 182, DAYTON 1, OHIO

Please rush complete catalog of Rapidayton products and latest profit information.

NAME _____

ADDRESS _____

CITY _____

ZONE _____ STATE _____

ADVERTISED IN

LIFE

"This is My Big Seller!"

"My customers ask for Orangeburg Pipe by *brand name* because they have confidence in its quality. They've seen it advertised in magazines like Life, Better Homes & Garden, American Home, the Farm Journal and many others. What's more, they know that Orangeburg meets modern building standards which call for speed, quality and low cost."

Here's why: Orangeburg Root-Proof Pipe comes in long, 8-foot lengths that install fast and cut costs. Its famous Taperweld Joints seal root-proof with a few hammer taps and the material is so tough and resilient it lasts for years. Over 200,000,000 feet of Orangeburg Pipe are in service from Maine to California, some for 50 years and still operating like new.

Orangeburg *Root-Proof* Pipe is made in 2", 3", 4", 5" and 6" sizes for house-to-sewer and septic tank connections, downspout run-offs, storm drains and other outside non-pressure underground lines.

Orangeburg *Perforated* Pipe, in 4" size, is ideal for septic tank disposal fields, foundation drains and for draining wet spots everywhere.

Write Department SBS-56 for complete details.

COMPLETE LINE OF EXCLUSIVE ORANGEBURG FITTINGS



Exclusive Orangeburg Fittings featuring the famous Orangeburg Taperweld Joint which simplifies installation.

ORANGEBURG MANUFACTURING CO., INC.

ORANGEBURG, N. Y.

West Coast Plant: NEWARK, CALIF.

ORANGEBURG®

ROOT-PROOF PIPE AND FITTINGS

VENT-A-WALL ... first choice

FOR THE HOMES

of America

**Here are Window Units
That Meet Every Need**



Versatility of design and suitability for multi-combination grouping make removable VENT-A-WALL wood window units the ideal choice for homes of every type. VENT-A-WALLS appeal strongly to architects, contractors and home builders because of advanced construction features. Modern styling plus the fact that the sash is completely removable from the frame thereby reducing breakage and saving precious construction time, give VENT-A-WALLS sellability that is unmatched by any other similar type of window unit.



Merchandisers also have the strong advantage of our complete line of modern window units that meet all special and general needs. This line includes our famous LIFT-LOX, the beautifully balanced unit with sash that lifts out entirely for easy cleaning and can be raised or lowered by easy finger pressure. For more profit in 1956 we invite you to ask for details about our merchandising plan today—without obligation, of course.

MW

Distributors

MANUFACTURERS OF MILLWORK • DISTRIBUTORS OF BUILDERS SUPPLIES

Rocky Mount, Virginia

Formerly Known as R.O.W. Distributors

Look at All the Exciting New Mule-Hide 50th Anniversary DEALER PROMOTIONAL AIDS



It's Mule-Hide's
GOLDEN ANNIVERSARY



This is the year you can expect more and more from Mule-Hide . . . more new products . . . more dealer selling helps . . . more sales for you . . . backed by 50 years of industry leadership.

Selling is easier for you when you have a complete promotional package like this to bring in prospects and close sales. . . . Colorful line folders, striking point-of-sale materials, attractive samples, a new kind of roofing color book that everybody calls "gorgeous". . . . These are some of the aids that are making new sales and new profits for Mule-Hide dealers.

ASK THE MULE-HIDE SALESMAN

He will be glad to show you the new Mule-Hide dealer promotion package . . . and the easy-selling new Mule-Hide products—like LUSTERGLAZE and LUSTERTEX Asbestos Siding, and TUFFSTONE Asbestos Wallboard that saws and nails like wood.

THE LEHON COMPANY

Bellwood, Ill. • Wilmington, Ill. • Memphis, Tenn. • Cincinnati, Ohio • Houston, Tex.

Manufacturers of famous Mule-Hide "Town & Country", Thick Butt, Hex and "Safe-Lox" Asphalt Shingles; Roll Roofing and Asphalt Roof Coatings; "Lusterglaze" Glazed Asbestos Siding and "Lustertex" Asbestos Siding; "Tuffstone" Asbestos-Board and Mule-Hide A. C. Wallboard; Bathroom Cabinets and Ventilating Fans, and other Quality Building Products for Fifty Years.

"MULE-HIDE" HAS BEEN A FAMOUS NAME FOR FIFTY YEARS

HOW TO SERVE YOUR CUSTOMERS A SUCCESSFUL FIREPLACE EVERYTIME

A fireplace built according to Donley plans and using Donley component parts will provide dependable performance everytime. This is the reason you . . . as a dealer . . . will realize *more business* and *greater profits* when you sell Donley Fireplaces.

Donley Fireplace Parts are fabricated of heavy cast-iron or special rust-resistant steel (guaranteed permanently against failure). These units are available for a wide range of fireplace sizes (up to 8 feet in width) and they include The Donley Heatsaver Fireplace (a warm air circulating unit).

Plans available from Donley include a variety of traditional fireplaces as well as those of contemporary and modern design. You protect profits . . . you avoid kickbacks and problems . . . and you become a dealer in "fireplace satisfaction" for your customers everytime when you serve successful Donley fireplaces.



THE **Donley** BROTHERS COMPANY
13905 Miles Avenue Cleveland 5, Ohio

THE DONLEY BROTHERS COMPANY
13905 Miles Avenue
Cleveland 5, Ohio

Gentlemen: Please send me full information on Donley Products.

Name

Company

Address

City Zone State

Send coupon for complete information. Learn how you can profit by selling Donley Quality Products.

Brighten Up Your Outlook



We also manufacture America's most outstanding
Bath Enclosure in both the Custom and Rival Series...
Write for full details

**Buy the Brightest Anodized
Aluminum Glass Wall Units with
the Exclusive Chromalum Finish**

- ALL DOORS BY-PASS
- WALL JAMBS ARE ADJUSTABLE
- FULL WALL JAMB FOR EACH OPENING
- NEWLY IMPROVED HANDLE AND LOCK
- TOP GUIDE CHANNEL PROVIDES DEFLECTION ADJUSTMENT
- GLAZING TIME CUT IN HALF
*4 SCREWS DOES IT ALL
- COMPLETELY WEATHERSTRIPPED FOR CLIMATE COMFORT

K D KITS ONLY

All units are shipped K D in compact, easy to handle cartons. Frames are designed to take 3/16—7/32 crystal or 1/4 inch plate glass.

*pat. applied for



Sliding Door
MANUFACTURING COMPANY

2415 N.W. 75th Street, Miami, Florida • Phone PL 8-3314

Sugar Pine... really shapes up!



FROM SUPERIOR LUMBER CO. OF SACRAMENTO
SPECIALISTS IN QUALITY LUMBER FROM THE BEST
MILLS IN CALIFORNIA, OREGON AND WASHINGTON...

SUGAR PINE
PONDEROSA PINE
MOULDINGS

DOUGLAS FIR
WHITE FIR
REDWOOD

- Kiln Dried or green • Sugar Pine Pattern Lumber
- Industrial Lumber all species • Douglas Fir Studs
- Retail and Distribution Yard Lumber

**SUPERIOR LUMBER
SALES COMPANY**

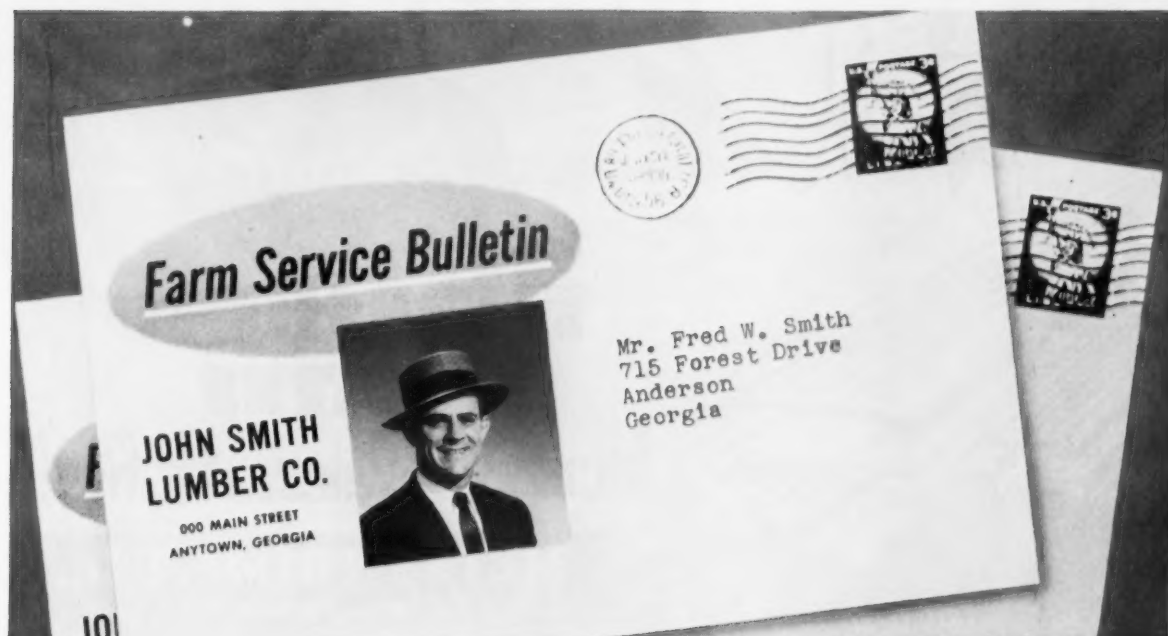
of Sacramento

926 Jav Bldg. - 4th Floor - 1-4286
Sacramento 11, Calif.



MILLS AT MARYSVILLE AND SACRAMENTO, CALIFORNIA

We'll put you on the cover!



FREE ... your own personalized direct mail program
...when you become a Kaiser Aluminum Farm Roofing Dealer!

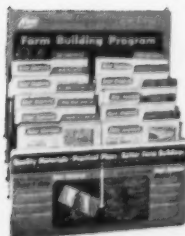
Yes, you (and your store) will be the cover-man on each one of these direct mail pieces when you become a Kaiser Aluminum Farm Roofing Dealer! All mailers in the series will include a timely newsletter of special

interest to farmers. You just provide a mailing list of selected customers. We do the rest, providing postage and all printing and mailing. *No charge to you!* And you reach your best prospects, right in your own backyard!

PLUS this hard-hitting dealer support!

National and local advertising! Appearing consistently in big consumer and farm magazines like *Farm Journal*,

Progressive Farmer and *Successful Farming*. Also ads in local newspapers and local radio commercials!



FREE! Display Rack and farm building plans!

Eleven plans (most feature low-cost, pole type construction) show your customers how easy it is to build with Kaiser Aluminum Farm Roofing. Complete set plus the sturdy, wire-frame display rack *free!* Rack fits on counter or wall ... permits fast customer selection.

Put this powerful promotion to work with the big sales advantages of Kaiser Aluminum Roofing ... the modern roofing that's light, strong, easy-to-handle, rot-proof and forever rust-free.

Kaiser Aluminum

The quality roofing for better farm buildings

MAIL THIS COUPON TODAY!

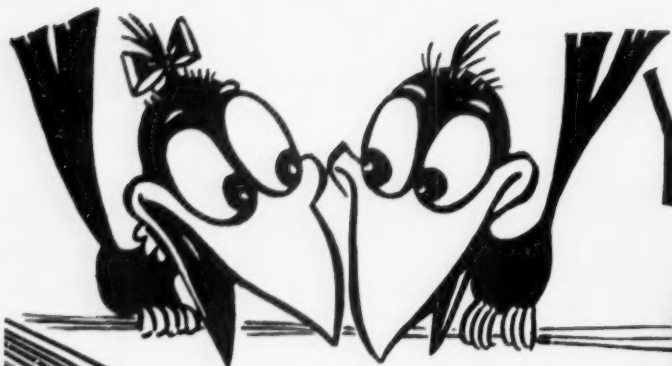
Kaiser Aluminum & Chemical Sales, Inc.
Consumer Service Division, Room 6582
1924 Broadway, Oakland 12, California

Please send information on Kaiser Aluminum Roofing and Siding, and include details on the advertising program.

NAME _____

ADDRESS _____

CITY _____ STATE _____



Yes, Mabel



My - And You Can Get Them in Both
Lightweight and Heavyweight
ALUMINUM



THRESHOLD PLATES

Increase Sales and Profits!

Write for New LOW PRICE LIST!

METAL TRIMS, INC.

P. O. Box 1072 • YOUNGSTOWN 1, OHIO
P. O. Box 632 • JACKSON, MISS.

Adding Eye-Appeal to Homes



DECORATIVE SCREEN DOORS

eye-appeal means buy-appeal

The present-day demand for distinctive home entrances presents the opportunity to sell the decorative appeal of IDEAL Decorative Screen Doors.

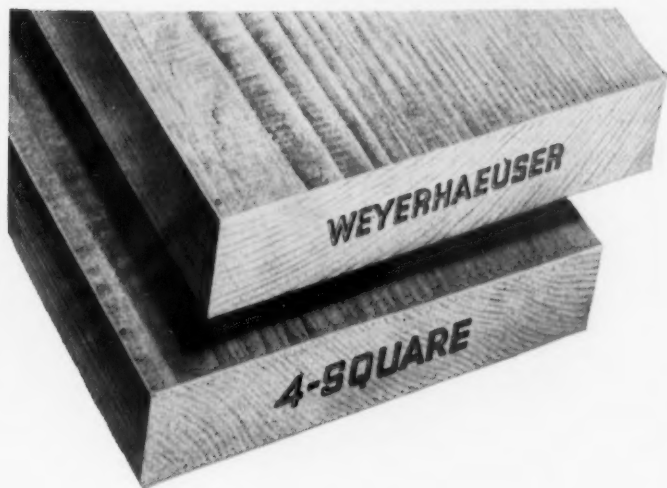
These smartly designed screen doors come in six attractive designs. Made of Western Ponderosa Pine. Preservative treated. Sturdy dowel joint construction.

DISTRIBUTED BY BUILDING MATERIAL JOBBERS

THIS IS HOME



IMPROVEMENT YEAR



Announcing
an important
new development...

Water-Repellent

Treated Siding

Water-Repellent treating extends paint life—
improves siding stability

● Now, after extensive research, Weyerhaeuser presents a new, improved siding with all the beauty and durability of natural wood—plus a water-repellent treatment which results in better performance, and longer paint life.

The new Weyerhaeuser 4-Square water-repellent Treated Siding is the same as traditional siding in appearance. But a special treating process fills the walls of the surface cells of the wood with a water-repellent chemical.

Most important to your customers is the fact that paint lasts longer on Treated Siding. Water-repellent treatment helps prevent water entering behind siding, thus providing longer paint life. Treated Siding also resists the damaging effects of casual exposure to water during construction and prior to painting. Water-repellent treating adds stability to siding as it

retards moisture changes. The treatment also deposits chemicals which resist the development of mold and fungi.

Paint not only lasts longer, it is easier to apply on Treated Siding. The oils in the paint are absorbed slowly. The paint gives added protection because more of its oils are kept on the surface, where they are most valuable for resisting the damaging effects of weather.

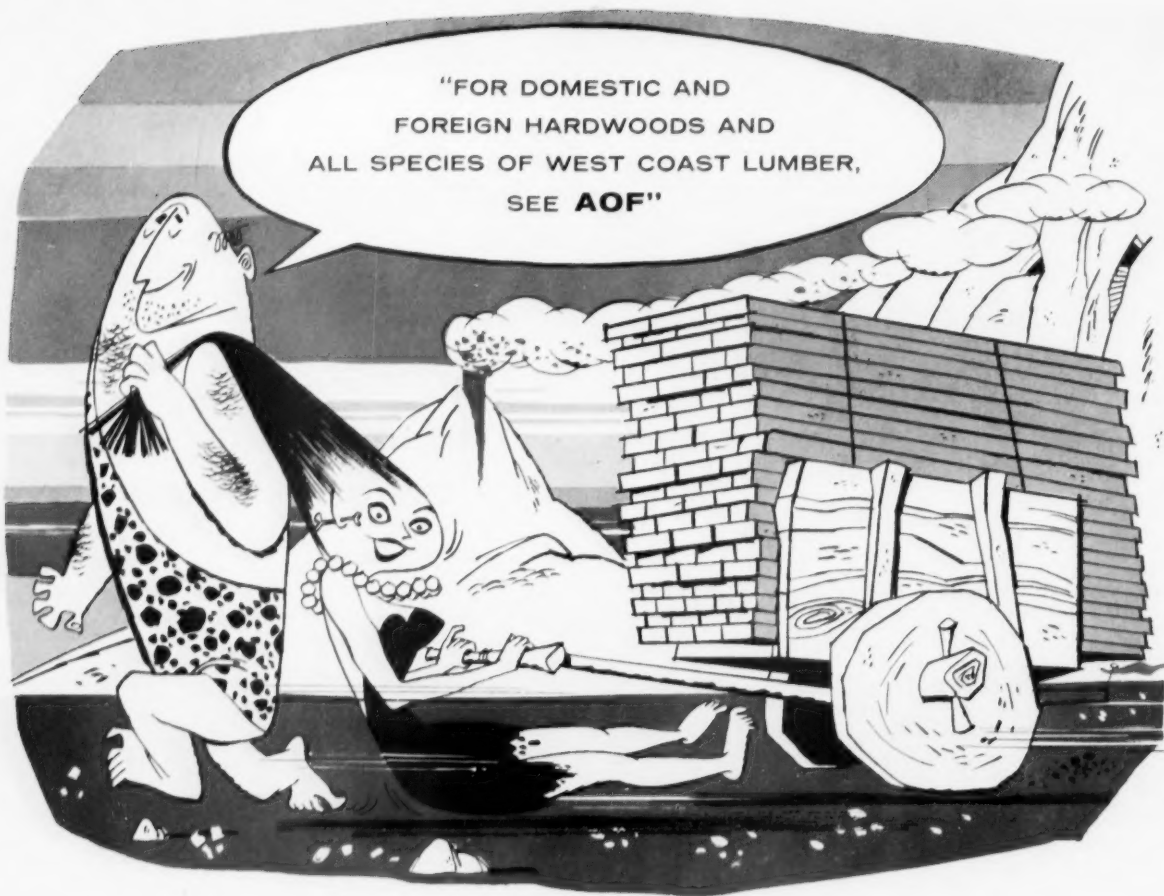
Treated Western Red Cedar and West Coast Hemlock Bevel Sidings are now available in the standard widths and thicknesses.

Weyerhaeuser 4-Square Lumber Dealers will see distinct advantages to builders and owners in water-repellent Treated Siding. For complete details about these fine products it will pay you to talk to your Weyerhaeuser District Representative—or write to the St. Paul office.

Weyerhaeuser Sales Company

ST. PAUL 1, MINNESOTA





You'll get fast service
from the most complete stocks in the South

Ash
Hard Maple
Northern Birch
Philippine Mahogany
Cherry
Poplar
Sap Gum

Ponderosa Pine
Larch
Magnolia
Beech
Genuine Mahogany
Cedar—Aromatic
White Oak

Red Gum
Walnut
Sugar Pine
Western Red Cedar
Basswood
Soft Maple
Southern Birch

Red Oak
Cypress
Parana Pine
Limba
Redwood
Fir

now **6** distribution warehouses to serve you

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CHATTANOOGA —
805 Holtzclaw Ave., 5-3423
CHARLOTTE —
2121 Thrift Road, ED. 2-4103

JACKSONVILLE —
3511 Walnut, EI-6-4834
TAMPA —
2nd Ave. and 14th Street, 4-4139
MIAMI —
7300 N.E. First Place, PL-8-6900, 89-7860



ATLANTA OAK FLOORING CO.

GENERAL OFFICES AND PLANT — ATLANTA, GEORGIA



KEYSTONE aluminum frameless tension screen

Exclusive Keystone Features—No other product has *all* the features which combine to make Keystone Tensions the up-to-date answer to modern screening for double hung windows:

- small, compact hardware—
can't be seen from the street
- patented exclusive adjustable tension catch—
you "dial" the proper screen tension
- exclusive floating sill bar—
adjusts to snug fit on any sill slant
- sturdy Keystone Aluminum Insect Wire Screening
rust-proof, stain-proof, never needs painting

Sales that Stay Sold—With Keystone quality throughout, these aluminum frameless tension screens mean lasting, trouble-free service. No call backs or returns.

Full Line of Sizes—Keystone Tensions are made to fit all standard double hung windows and some sizes in between. Extra large sizes are available for outdoor enclosures and screened-in porches. Stock *all* the sizes you need—you have no storage problem with the small, compact cartons.

If it's Sales You're After—It's Keystone you want. Get the full story on these fast-moving Keystone Frameless Tension Screens. Write today to Keystone Wire Cloth Company, Hanover, Pa.

KEYSTONE

WIRE CLOTH COMPANY

Hanover, Pa. Fostoria, Ohio

LOGAN-LONG FAMILY ALBUM



GENERAL AB. U. TAYLOR
JACKSON, TENN.
PRESIDENT
TENNESSEE BUILDING MATERIAL
ASSOCIATION



CITY LUMBER COMPANY

Lumber, Millwork, Building Materials, Paint
March 8, 1946

- AWNINGS
- BRICK
- BUILDING PAPER
- BUILT UP ROOFS
- CARPENTERS TOOLS
- CAR PAPER
- CEMENT
- GLASS
- FLUE BRICK
- FLOORING
- FLUE LINING
- FRAMES
- GENERA KITCHENS
- GLASS
- GRAVEL
- HARDWARE
- INSULATION BOARD
- LATH (METAL)
- LATH (WOOD)
- LIME
- LUMBER
- MAIL BOXES
- MILLWORK
- MOLDINGS (METAL)
- MOLDINGS (WOOD)
- PAINTS
- PERITE
- PICTURE FRAMES
- PLASTER
- PLYWOOD
- POST TENCH
- ROCKWALL
- ROCK WOOL
- ROOFING (CUMBER)
- ROOFING (METAL)
- SAND
- SANDPAPER
- SEWER PIPE
- SCREENS
- SHEDS
- SHINGLES (CUMBER)
- SHINGLES (WOOD)
- STONE (DABLE)
- STONELAND BLINDS
- WALL BOARD
- WALL COING
- WALLPAPER
- WEATHERSTRIP
- WEATHERWOOD
- WINDOWS (ALUMINUM)
- WINDOWS (STEEL)
- WINDOWS (WOOD)

Mr. L. Milton Butsch, Southeastern Sales Manager
The Logan-Long Company
First National Bank Building
Birmingham 3, Alabama

Dear Milton:

Whenever any of us find something good, something just a bit better than the rest, we are always glad to pass the word along to our friends.

In this case, it is the kind of Roofings you folks make in Tuscaloosa, which seems to satisfy our people more than any other previously handled.

They like your colors, blends, and the feel and heft of your Product. All of us like your service and splendid cooperation.

With kindest personal regards, we are

Sincerely yours,
Ab U. Taylor
A. U. Taylor
President

AUT:et

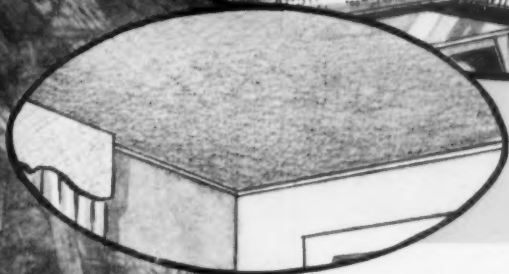
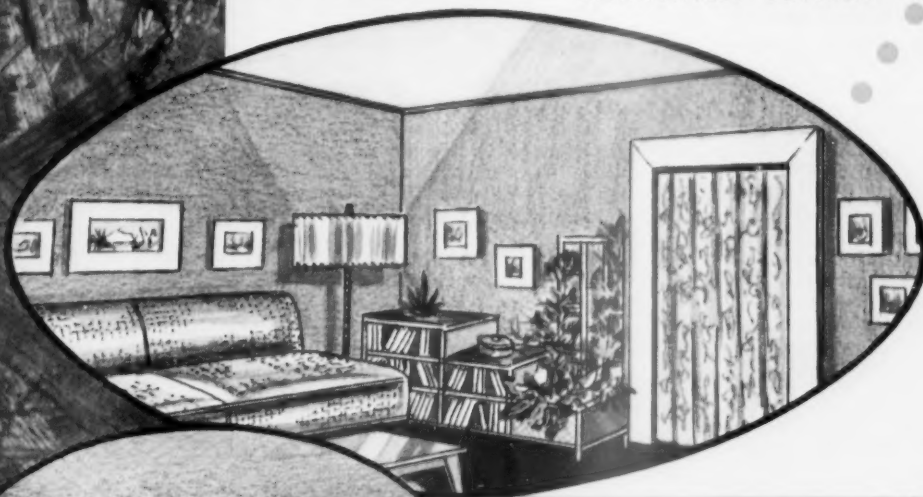
ESTABLISHED 1903

COURTESY

TENEX

"WAFTERWOOD"

FLAKES OF WOOD ARTFULLY BLENDED
TO FORM ROOM PANELING OF
DISTINCTIVELY DIFFERENT BEAUTY



Designed to Appeal . . .
PRICED TO SELL

**WAFTERWOOD BRINGS YOU THE BEAUTY OF FINE INTERIOR
PANELING—AT A COST LESS THAN 1/4" FIR PLYWOOD!**

Low material cost and simplicity of working, with the resultant appearance of ease and grace desired in modern living, put WAFTERWOOD in a class where the ingenuity of the "Do-It-Yourselfer," as well as the enterprise of the Multiple Homes Builder, may achieve excellent results through its use.

WAFTERWOOD is available at present in 1/4" thicknesses of 4'x8' panels (Special sizes to 16' long). It is guaranteed solid with enormous strength and excellent nail holding qualities, yet is light enough for ease of handling and is packaged for convenience. WAFTERWOOD may be finished in any of a wide variety of standard methods, or left unfinished.

*Ask us about price
—you'll be amazed
that WAFTER-
WOOD, with its
durable beauty,
costs no more than
1/4" exterior fir ply-
wood! Available in
TL, LTL, CL, or
LCL lots from out-
of-stock or direct
mill shipments.*



KOCHTON
PLYWOOD & VENEER CO. INC.

GENERAL OFFICES & WAREHOUSE

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Phone 3-9741

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Tyler 8-2000

GRAND RAPIDS, MICH.
224 Graham, S. W.
Glendale 6-5466

SAGINAW, MICHIGAN
1234 Rust Street
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MILWAUKEE, WIS.
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Orchard 2-4730

GREEN BAY, WIS.
1449 S. Broadway
Hemlock 2-4879

CINCINNATI, OHIO
3250 Fredonia Ave.
Capitol 1-1259

COLUMBUS, OHIO
1273 Edgemoor Rd.
Axminster 4-3507

SO. BEND, INDIANA
1013 S. Main St.
Atlantic 7-7715

INDIANAPOLIS, IND.
777 N. Tibbs
Melrose 6-3485

MINNEAPOLIS, MINN.
601 Teft St., N. E.
Sterling 9-3444

LOS ANGELES, CALIF.
6459 E. Flom St.
Raymond 3-3631

FORT WORTH, TEXAS
2595 N. E. 33rd St.
Vinewood 2878

'Decade of Consumer' Demands Better Management and Selling, Jobbers Told

THE NEED for better management, salesmanship, and promotion by building supply dealers and distributors if they are to profit fully from "The Decade of the Consumer" was spelled out by top officials of the Armstrong Cork Co. for the some 350 wholesalers, Armstrong field men, and special guests who attended the ninth annual building products meeting at Lancaster, Pa., recently.

C. J. Backstrand, Armstrong president, outlined a proper course for "The Decade of the Consumer." Walter E. Hoadley Jr., Armstrong treasurer and economist, forecast continued good business and higher prices. H. W. Prentis Jr., chairman of the Armstrong board of directors, explained effective "Principles of Business Management."

Elected new members of the Armstrong Building Products Division's Wholesalers' Policy Committee were James M. Hagood, Wm. M. Bird & Co., Charleston, S. C., for the Southeast, and K. B. Hannigan, Hannigan & Crawford, Inc., St. Louis, Mo., for the Mid-Central section.

Among the recipients of plaques for having attained the highest percentage increases in the sale of Armstrong building products during 1955 was Addison-Rudesal, Inc., of Atlanta, Ga., represented by Ed B. Addison.

Speaking on "The Decade of the Consumer," President Backstrand said that while the "builder and the building supplier dominated the past decade of unusually high level of building activity, the builder and supplier seem destined to lose their positions of dominance in the industry. The consumer will vigorously reassert himself as he has done so effectively in other areas of the economy. He will be the dominant voice in the building industry during the next 10 years.

Backstrand told the distributors that factors which offer strength for the industry in the future include: the continued vigorous growth and development of the American economy as a whole; the rapid improvement in income status of millions of American families; a continuation of easy credit standards; widespread dissatisfaction with present housing; and the growing awareness of the need to repair, modernize, and recondition existing structures.

Backstrand told the distributors that in order to capitalize fully on the opportunity available, there are three areas in which "we must demonstrate our ingenuity: (1) in the style and design of new housing,

to make homes so attractive and desirable that the consumer can not resist buying; (2) productivity, so that the consumer will get progressively better value for his housing dollar, and (3) the development of the home - improvement market by special handling—special promotion — considerable training and education for the retail lumber dealer—and intelligent selling of the highest order."

Walter E. Hoadley Jr., Armstrong treasurer, told the gathering that while total economic activity now stands about 6 per cent above a year ago, 1956 should see another 3 to 5 per cent gain in total general business. He said "1956 will be another record year, although the amount of gain in 1956 over 1955 is likely to be less than the 7 per cent advance which occurred during the past 12 months."

In his address to the wholesalers, Board Chairman Prentis declared that "the nation's future progress will depend on the ability of industry to make use of basic principles of management that remain the same regardless of changes taking place in society and government." He explained that management involves the two distinct phases of planning and control.

"Planning is actually the formation of policies. It includes three cardinal points: First, determining the objectives to be reached; second, outlining the procedure to attain these goals; and third, assigning the responsibility for carrying out the various steps involved in implementing the adopted program."

Prentis said that "good management must not only define tasks clearly, but also imbue all members of the organization with an over-all sense of stewardship for the company's best interests."

"The success of any piece of work rests, in the last analysis, on some individual," he said. He pointed out that a good executive must not only know how to think, but must also be willing to think.

"Of the four elements composing any business — money, materials, machinery, and men—none is so important as men. It is men who think, who guide, who act and who develop and who perpetuate a business."

Prentis declared that the most important contribution an executive can make to a business organization is the development and training of younger men "to carry on and expand what the executive himself and others have devoted a lifetime to establish."

NOW
BINSWANGER

DISTRIBUTES

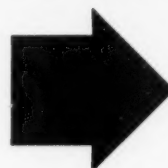


Bilt-Well

STACK
AWNING WINDOWS

NOW
STOCKED

*Immediate
Shipment*



at

**ALL
BINSWANGER
& CO.**

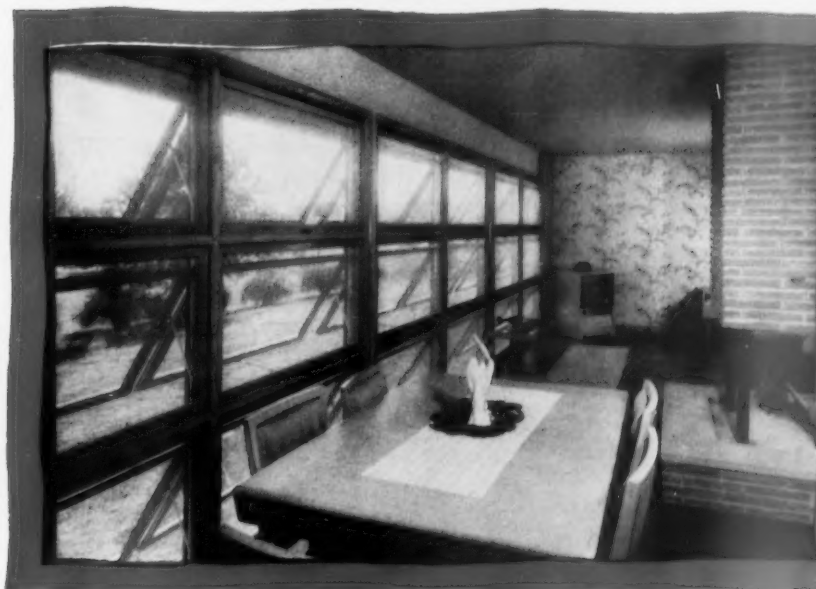
WAREHOUSE LOCATIONS

Richmond — Columbia
Roanoke — Greenville
Florence — Fayetteville
Macon — Greensboro



Leading BUILDERS TELL WHY THEY LIKE **BILT-WELL** AWNING WINDOWS!

Each and every part of these economical units has been thoughtfully designed, carefully developed and scientifically tested to assure that you receive the very finest that modern methods and procedures can produce. For added benefit, all BILT-WELL Awning Windows are vacuum-pressure treated with a toxic, water-repellent preservative in accordance with National Woodwork Manufacturers Association standards.



Bilt-Well Awning Window Units offer unlimited sales possibilities. Their fine weathertight, durable construction will make them one of your "top items." So if you're looking for an awning window that sells . . . that is easy to install . . . then look no further.

The BILT-WELL LINE—WINDOW UNITS, Double-Hung, Awning, Casements, Basement, Storm and Screen. CABINETS, Kitchen, Multiple-use, Wardrobes, Storage, Vanity-Lavatory and Vinyl Countertops. DOORS, Exterior, Interior, Screens and Combination.



Manufactured by
CARR, ADAMS & COLLIER COMPANY
SINCE 1866 DUBUQUE, IOWA

1
"They're more efficient"



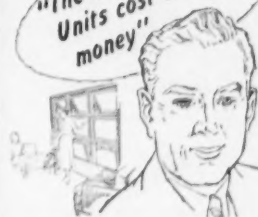
"BILT-WELL Awning Windows have the best weather-stripping and they're a lot easier to operate. You open them with a simple bar operator that works under the screen. You don't have to lift the screen to open the window."

2
"The BILT-WELL Awning Unit is easier to install"



"These units come completely assembled with all necessary parts ready to put right into the house. That saves us a lot of valuable time and expensive labor. They're made to work with any type of wall construction too."

3
"The BILT-WELL Units cost us less money"



"When you're building homes for resale, you have to make sure you're getting the best window at the most reasonable price. That's why we like the BILT-WELL Awning unit. It's simple, it works well and it costs us less money."

Stocker
MANUFACTURING COMPANY
TAKES PRIDE IN
INTRODUCING

The Amazing New



ALUMINUM-CHAMP

For Concealed FLASHING

"Scul-Champ"
SPECIALLY TREATED
BUILDING PAPER

"Aluminum-Champ"
FOR
CONCEALED FLASHING

"Silo-Champ"
FOR
TEMPORARY SILOS

The *"Champ-Line"*
OF
BUILDING PAPERS



"Copper-Champ"
FOR
CONCEALED FLASHING

"Foil-Champ"
ALUMINUM FOIL
REFLECTIVE INSULATION

"Silver-Champ"
REFLECTIVE INSULATION

A REVOLUTIONARY NEW PRODUCT

ALUMINUM-CHAMP is the result of nearly two years of extensive research and testing in the laboratories of Stocker, Aluminum Company

of America, and one of the country's leading universities. Now for the first time a durable low-cost metal flashing is available.

QUALITY OF CONSTRUCTION

ALUMINUM-CHAMP is constructed of the highest quality Aluminum (.002 and .004) laminated to a heavy weight crepe kraft. The laminate is a special high melt point asphalt and imbedded in it are glass fiber yarns. The crepe kraft allows for ease in

the handling and forming of the product while the glass fiber yarns supply the reinforcement necessary for lasting quality eliminating rips and tears. The "Specially Treated" Aluminum adds even greater protection for the entire life of the building.

REMEMBER!!

ALUMINUM-CHAMP is "SPECIALLY TREATED"



Stocker
MANUFACTURING COMPANY
Hickory, New Jersey

For further details about ALUMINUM-CHAMP write either company.

The *heads-up* way to hang



.... for maximum merchandising benefit



You hang Mengel Doors the same way you hang other flush doors. With one notable exception. Mengel Doors, you know, are now trade-marked with the famous 'Mengel-Man' symbol permanently doweled into the stile.

So it's good head-work to hang Mengel Doors with the 'Mengel-Man' *heads up*. That's the way the public is used to seeing the

'Mengel-Man'! And they've known him (and respected the quality he represents) for many years—in Mengel *Permanized* Furniture.

For your pride and protection—and your customers' too—show the 'Mengel-Man' trade-mark. Let its nationally advertised name and fame work for you. Door Department, THE MENGEL COMPANY, Louisville 1, Ky.

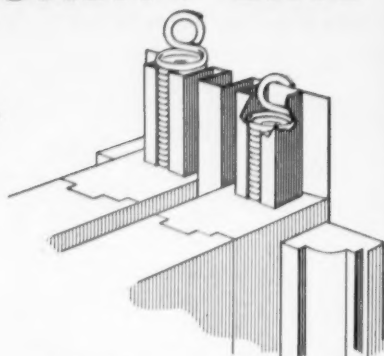
Mengel Doors equal or exceed the requirements of Bureau of Standards specifications CS200-55



The COMPLETE QUALITY LINE

MASTER- MATIC

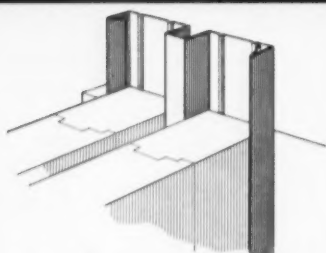
No. 1400



One-piece sash balance and weatherstrip combination unit. A high-quality superior unit, especially designed for PRE-FIT WINDOW UNIT MANUFACTURERS. Ideal for first line-top quality window units.

MASTER- LINER

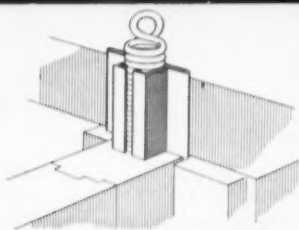
No. 440



One-piece full jamb liner. A high-quality aluminum weatherstrip unit adaptable for use with ANY TYPE SASH BALANCE, such as spiral, tape, clock spring, etc.

MASTER NO-DRAFT

No. 400



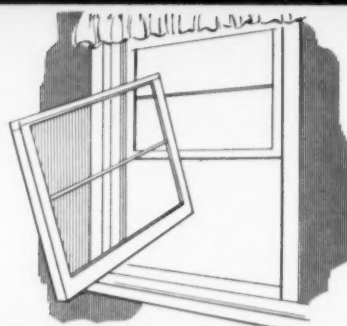
Sash Balance and Weatherstrip Combination Unit. The "original" and most widely copied spring sash balance unit for "on the site installation". Excellent for new construction, repair, or home improvement.

SASH-BALANCES AND WEATHERSTRIPS

MMR

MASTER-MATIC
REMOVABLE

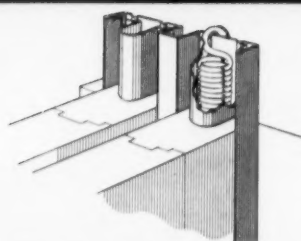
No. 2500



Removable sash hardware. For application with the Master-Matic Unit making a completely balanced, removable sash window.

MASTER- THRIFT

No. 880



One-piece sash balance and weatherstrip combination economy unit offering all the advantages of the Master-Liner, plus an efficient sash balance. Ideal for low cost-economy window units.

SILENT
FLOCKED
SPRINGS

AVAILABLE ON ALL EQUIPMENT

INQUIRE ABOUT MASTER EQUIPMENT FOR:

- DOUBLE-HUNG WOOD WINDOWS
- CASEMENT-AWNING-HOPPER TYPE WOOD SASH
- HORIZONTAL SLIDING WOOD SASH
- WOOD DOORS
- METAL WINDOWS AND METAL DOORS

A FULL LINE OF BRASS & ALUMINUM THRESHOLDS!

MASTER METAL STRIP SERVICE, Inc.

1744 NORTH KILBOURN AVENUE • CHICAGO 39, ILLINOIS

You get **FAST TURNOVER...**
make **MORE PROFITS...**

when you sell
**Lion
Asphalt
Roofing
Products**

You enjoy big, steady business without excessive stocks when you concentrate on Lion roofing products. Leading building supply wholesalers carry the complete line of these fast-selling roofing and waterproofing asphalts. That means you can get prompt deliveries—no need to tie up your money in a large inventory.

Lion's more than 25 years' progressive research and continually improved manufacturing techniques assure you and your customers of the highest quality. Lion asphalt roofing products always meet or exceed rigid U. S. Government standards. Lion asphalts are carefully desalted to assure low water-absorption rate. They're superior for steep or flat roofs and for dampproofing applications. Fill in and mail the coupon today. No obligation.



LION ROOFING ASPHALT—For hot application. Most economical covering for roofs of large buildings.

LION ASPHALT ROOF COATING—Liquid, ready to use. For new roofs or to preserve old ones.

LION ASPHALT PLASTIC CEMENT*—For repair of breaks, cracks and holes in all types of roofs. Also for sealing and waterproofing.

LION ASBESTOS ASPHALT ROOF COATING—Surface finish for new roofs. Also recommended for renewing old, dry roll roofing.

LION ASPHALT R.D. PRIMER—Serves as primer for hot asphalt application for dampproofing concrete or masonry.

LION COLD PROCESS LAP CEMENT—Quick-setting, liquid asphalt. Eliminates nails on lower edge of roofing.

LION METAL COATING NO. 3*—Has a high filler content. Especially effective on metal surfaces where a tough and abrasion-resistant coating is desired.

LION BLIND NAILING CEMENT—Jelly-like asphalt cement for applying roll roofing and for cementing coverings to table tops and kitchen cabinets.

*Made under the process of Patent No. 2393774.



LION OIL COMPANY

A Division of Monsanto Chemical Company
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Please send me complete information about your Asphalt Roofing Products and the name of your nearest wholesale distributor.

NAME _____

ADDRESS _____

CITY _____ STATE _____

GRADE-MARKED

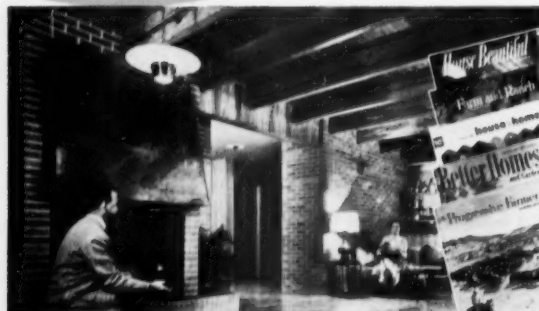
SOUTHERN PINE

offers you these big
ADVANTAGES



**MORE VERSATILE
SOUTHERN PINE**

The varied demands of modern construction makes Southern Pine the *natural* choice for its strength, beauty and adaptability.



**MORE SALEABLE
SOUTHERN PINE**

Consistent national advertising is selling new home buyers on the lasting quality of homes built of Southern Pine.



**MORE AVAILABLE
SOUTHERN PINE**

Modern forest management plus modern manufacture assure you of a continuing supply of seasoned, uniformly sized Grade-Marked Southern Pine.

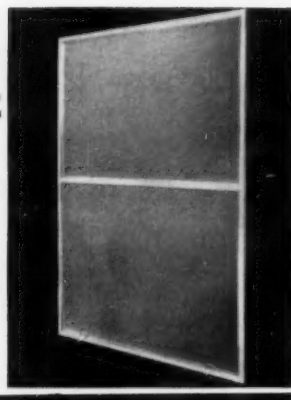
Demand Grade-Marked Southern Pine . . . more and more the choice of thoughtful new-home buyers



SOUTHERN PINE ASSOCIATION • NEW ORLEANS

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All-aluminum frame screens for any type opening.

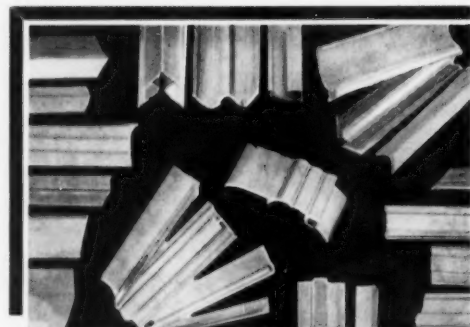


LOXCREEN PRODUCTS for '56



LOXCREEN
aluminum tension screens

The famous frameless screens with the patented spring latch that pulls down and across at the same time, grips all sides of the window frame. Lifetime all aluminum construction. Hung from inside in less than 5 minutes.



LOXTRIM

Rolled and extruded aluminum mouldings.

Loxcreen Products mfg. by

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YOUR CUSTOMERS PREFER THE STRENGTH AND BEAUTY OF

PATENTED
HUTCHINSON'S
Scro-Grills

Sooner or later you will pay for a Scro-Grill

Stops Broken Doors ★ Torn Wire ★ Injured Hands

This new design is an outstanding deluxe grill that will fit any standard screen door. Like all other Hutchinson's Scro-Grills, it is designed and built to give the utmost in beauty, strength, and sales appeal. All Hutchinson's Scro-Grills speak for themselves in the language of profits. For added protection against prowlers, install Scro-Grills on window frames. Cuts burglaries. For extra profit, sell a complete installation of Scro-Grills for every new home or modernization job. Scro-Grills are fully protected by patents.



FOR STORM DOOR

V-8 Grill is easily attached directly to face of the stiles on storm doors. Screen sash or glass panel sash can be removed or installed without interference.



FOR WOOD OR ALUMINUM DOOR

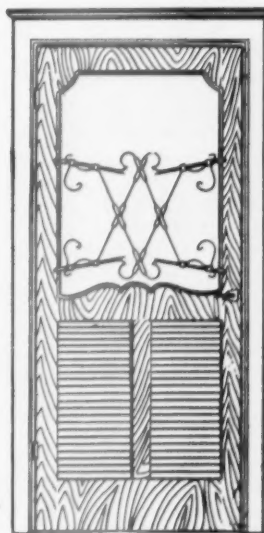
Above sketch shows how simple and easy it is to install V-8 Grill on any wood or aluminum screen door.

"EFFORT PROTECTING"—

JOBBER TO DEALERS



NEWEST, LATEST DESIGN AND IDEAL PROTECTION ON LOUVERED DOORS



ALUMINUM ONLY

V-8 Scro-Grill made extra-heavy $\frac{3}{8}$ " x $\frac{3}{4}$ ". Grill installed is 20" high. Adjusts in width 24" to 34". Deluxe quality and appearance. Packed 6. Wt. 2½ lbs. each.

\$3.50
List

"One of the very last National Grill Makers that does not sell to Mail Order Houses."

R. H. HUTCHINSON & CO.

2610 SYLVAN AVENUE
DALLAS 12, TEXAS



Completed home in the Lyon Park Project in Raleigh, North Carolina.

Andersen Windowalls are quickly available from complete stocks of these distributors

ALABAMA

Birmingham Sash & Door Co.
Birmingham

FLORIDA

Huttig Sash & Door Co.
Jacksonville

GEORGIA

Huttig Sash & Door Co.
Atlanta

KANSAS

United Sash & Door Co.
Wichita

KENTUCKY

Combs Lumber Co.
Lexington
Huttig Sash & Door Co.
Louisville

LOUISIANA

Davidson Sash & Door Co.
Alexandria, Lafayette and
Lake Charles
New Orleans Sash & Door Co.
New Orleans

LOUISIANA (continued)

United Sash & Door Co.
Baton Rouge

MARYLAND

Morgan Millwork Co.
Baltimore

MISSISSIPPI

Jackson Sash & Door Co.
Jackson

MISSOURI

American Sash & Door Co.
Kansas City and St. Joseph
Huttig Sash & Door Co.
St. Louis
Toombs & Co.
Springfield

NORTH CAROLINA

Huttig Sash & Door Co.
Charlotte

OKLAHOMA

General Sash & Door Co.
Tulsa

TENNESSEE

Huttig Sash & Door Co.
Knoxville and Nashville
Memphis Sash & Door Co.
Memphis

TEXAS

Davidson Sash & Door Co.
Austin
Houston Sash & Door Co.
Houston
Huttig Sash & Door Co.
Dallas
Lubbock Sash & Door Co.
Lubbock

VIRGINIA

Huttig Sash & Door Co.
Roanoke
Morgan Millwork Co.
Arlington

WEST VIRGINIA

Iron City Sash & Door Co.
Huntington



"We are proud to sell Andersen Flexivents because we know they are of superior workmanship, and are easy to install," says Hal V. Worth, Jr., of Oldham and Worth Building Supplies, also of Raleigh, North Carolina. "We have been handling the Andersen Flexivents since they were first manufactured and we have always been pleased with them—as have hundreds of our satisfied customers."



"Window beauty helped sell our Lyon Park project homes," says George E. Viall, Raleigh, North Carolina builder. "The ease of operation and eye appeal of the Flexiview and Flexivent Units are outstanding. What's more, we are saving at least \$100.00 per house because our Andersen WINDOWWALLS are fast and easy to install and require no costly call-backs for service."

North Carolina dealer-builder team reports

**'Flexivents® sell homes...
cut costs by \$100'**



you're a super salesman

WHEN YOU'RE A
FACTORY
SERVICE
DEALER
FOR

Columbia-matic TENSION SCREENS

The entire FACTORY SERVICE DEALER PROGRAM is a dealer sales tool designed for one purpose: to help you sell more Columbia-matics, more profitably, with less effort.

YOU'LL SELL MORE WINDOW SCREENS.

As a Factory Service Dealer, a factory representative will train your sales personnel on how to sell both the builder and consumer, *plus give you direct assistance in selling the large project builder.* He will coordinate your sales promotion program, set up an inventory control system, and help you with display. You will also receive — absolutely free — the most complete line of sales and merchandising aids ever offered by a window screen manufacturer—even Columbia. This includes a tailor-made-for-the-builder promotion package, regularly mailed to your builder prospects, under your name, at our expense.

YOU'LL BE NO. 1 for sales & service in your trading area. The Columbia-matic FSD program will make you "No. 1" sales and *servicewise* in your trading area. Not only will you offer a complete line of all wanted sizes, but you will be equipped —

again absolutely free — to make immediate delivery on special sizes.

YOU'LL BE SELLING "the top brand name." This year our "all-out" advertising program will feature YOU— THE FACTORY SERVICE DEALER. Hard-hitting ads in builder and consumer magazines will stress your services and your "know-how." And remember, Columbia-matic TENSION SCREENS are "the top brand name" — to both builders and consumers. Builders like their cost-cutting features — consumers are enthusiastic about their many time, money and labor saving features.

ACT RIGHT NOW Find out how you can profit, "buy right," make bigger sales, offer better service, be a super salesman, as a Columbia-matic FACTORY SERVICE DEALER. Your distributor can give you full details, or write to:



THE COLUMBIA MILLS, INC.

120 W. Onondaga St., Dept. 35, Syracuse 1, N. Y.



she's glad somebody told her about

MASONITE PRIMECOTE PRESWOOD!

Glad because she won't have to wait for the first coat to dry when she uses Primecote® Preswood panels. The first coat is applied at the factory.

Glad because she'll get better results with the finish coat, too. Smooth and even all over, Primecote is a perfect base for all types of finishes.

Glad because she can use any final color she likes. Primecote Preswood is a neutral gray, can be fin-

ished in lighter tone or darker shades.

Tell all your customers about the advantages of Primecote Preswood and the many other Masonite® Hardboard panels. Primecote is profitable! Promote it with these free "Entertainment Center" plans. You can supply Primecoted panels in 1/4" Standard Preswood®, 1/4" Panelwood®, 1/8", 3/16" and 1/4" Tempered Preswood, 1/8" and 1/4" Peg-Board* and 1/4" Ridgeline panels.

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*Reg. T.M. U.S. Pat. Off., B. B. Butler Mfg. Co., Inc.



FREE PLANS

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Please send me Free Plans for the Masonite "Entertainment Center". ☐ I am ☐ am not a Masonite dealer

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Address _____

City _____ State _____

Zone _____ County _____

PLEASE VISIT US AT THE
WOODCO BOOTH No. 105.
HOME BUILDING EXPO-
SITION at the N. Y. COLI-
SEUM, May 12th-20th, 1956.



A "window shopper" uses more than a rule
to measure the worth of a window. He is concerned
with QUALITY, PERFORMANCE and STYLE.
He wonders about EASE-OF-INSTALLATION.

Your PROFITS are directly related to
customer satisfaction. You PROFIT most
by selling WOODCO E-ZEE Loc Wood Awning
Windows...from every point-of-view.

there are many ways to measure a window

Hotel Evans, Loch Sheldrake, N. Y.
SYDNE SCHLEMAN Associates
Architects
Middletown, N. Y.



CHECK THE WOODCO E-ZEE Loc PATENTED FEATURES:

- EASY TO LOCK
- SEQUENCE AIR CONTROL
- TOXIC-TREATED TO PREVENT DECAY
- EXTRA HEAVY SASH and FRAME
- DOUBLE VINYL WEATHERSTRIPPING (Pat. Pend.)
- WATER-REPELLENT TREATED
- COMPLETELY ASSEMBLED



for the Beautiful point-of-view...

Sold exclusively through the lumber dealer. For the name of the nearest WOODCO distributor write to

WOODCO CORPORATION

Formerly General Woodcraft Co., Inc.

North Bergen, N. J.

Branches: Lowell, Mass. • Schenectady 3, N. Y.
FACTORIES

Wholesale Millwork Div.
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E-ZEE Loc Wood Awning Div.
WOODMO CORPORATION
Miami 47, Fla.

LINE-HANDLED SURVEY SHOWS

Dealers Sell Wider Variety of Building Materials Now

✦ To meet the demands of home-builders and buyers for a larger choice of building materials, Southern and Southwestern dealers now are handling the widest variety of building supplies in their history. This is obvious in a comparison of the tabulated returns from the annual SOUTHERN BUILDING SUPPLIES survey of lines handled by dealers, made last month among 1,112 dealers in 18 states, with previous survey returns.

Great gains have been recorded during the last four years especially in the percentages of dealers selling metal and plastic building products, tools, insulation, and certain masonry and lumber items.

To make it easy for you to check the trends in the number of dealers who handle certain classes or types of building materials and supplies, we classify them in this brief discussion — and also in the full "Box Score" on the following page.

MISCELLANEOUS SPECIALTIES — Percentage of dealers handling laminated plastics rose from 16.3% in '52 to 36% this year. Dealers selling power shop tools increased from 22.6% to 39.6%. Ornamental iron dealers jumped from 46.6% to 64%. Dealers in fire-place units rose from 52.2% to 63.4%. Dealers handling structural steel went up from 25.1% to 39.6%.

(Another special survey of building specialties handled by dealers in South and Southwest is reported on page 107 of this SOUTHERN BUILDING SUPPLIES.)

FLOORING — Compared with '52 survey returns, dealers selling

asphalt tile rose from 40.9% to 61.6%; rubber tile, 34.6% to 56.7%; plastic tile, 20.7% to 60.4%. Hardwood flooring dealers increased from 90.6% to 95.7%.

HARDWARE — Dealers selling carpenter tools increased from 61.6% in '52 to 75%; masonry tools, 50.3% to 62.8%; timber connectors, 10.7% to 22.6%; garden tools, 33.3% to 41.5%; builders hardware, 88.7% to 92.1%.

ROOFING — Whereas only 60.4% of the dealers reported selling metal roofing in '52, now 67.9% sell steel roofing and 65.4% sell aluminum. Dealers selling asbestos-cement roofing rose from 67.9% to 84.6%.

SCREENS — The big trend is to fixed metal frame units. The percentage of dealers handling these jumped from 17.6% in '52 to 63.6%. Metal tension screen dealers rose from 57.2% to 76.5%. Dealers in metal screening dropped as plastic screening merchants rose from 34% to 48.8%.

INSULATION — Dealers selling the reflective type increased from 34.6% in '52 to 51.8%. Other scores: blanket or batt, 89.3% to 96.3%; blowing wool, 8.2% to 21.3%; loose fill, 42.1% to 55.5%.

PLYWOOD — As more resort

lakes open up, more dealers handle marine-grade panels: percentage up from 57.9% in '52 to 75.3%. Dealers selling fancy hardwood panels rose from 29.5% to 71%.

MASONRY MATERIALS — Dealers selling mortar colors increased from 58.5% to 72.6% in one year! Dealers in concrete block jumped from 64.8% in '52 to 80.5%; structural tile from 40.2% to 45.1%.

MACHINES FOR RENTAL — Dealers providing paint sprayers increased from 6.3% in '52 to 12.2% now. While 8.8% of dealers rented power saws four years ago, 15.2% rent power tools now.

LUMBER PRODUCTS — Dealers in Southern pine common and finish decreased slightly in four years while dealers in Douglas fir grew in numbers: common, up to 75% from 60.4%; finish, up to 78.6% from 63.5%. Redwood dealers also increased substantially, up to 59.1% from 35.8%. In four years the percentage of dealers selling lumber preservatives rose from 44.6% to 75.6%. In one year, dealers handling treated lumber increased from 33.3% to 46.9%.

WALLS — Substantial gains in percentages of dealers handling both dry-wall and plaster wall materials within four years: gypsum

In only four years substantial gains are made in number of Southern and Southwestern dealers selling metal doors, windows, and screens; building tools; plastic laminates and screening; metal and asbestos roofing; reflective insulation; hardboard, redwood, floor tile

board, 93% to 98.1%; insulation board, 90.6% to 97.5%; hardboard, 87.4% to 93.2%; prefinished hardboard panels, 50.9% to 60.5%; asbestos board, 72.3% to 79%; plaster materials, 56% to 82.1%; metal lath, 80.5% to 86.4%; gypsum lath, 74.8% to 80.9%.

WINDOWS — Dealers selling steel units increased in four years from 69.2% to 77.8%; aluminum units, 45.9% to 72.8%; jalousie windows, 18.2% to 59.9%; special wood units, 59.1% to 70.4%. Glass dealers increased from 45.9% to 66%.

DOORS — Sliding type grows in popularity in four years as dealers handling wood sliders increase from 60.4% to 78.6%; metal sliders, 15.7% to 36%. Other types: stock wood panel, 88% to 96.3%; flush wood, 85.5% to 96.9%; metal garage, 52.8% to 62.8%. Jalousie doors rose 40.6% to 50% in a year.

Check the following box score to see how the lines handled by your firm stack up with those handled by a majority of dealers in the 18 Southern and Southwestern

states. Perhaps you should add some more popular profitable lines in your store, too?

PART 2 NEXT MONTH

Our annual SOUTHERN BUILDING SUPPLIES survey of dealers includes a second significant part — what each does about home-building, repairs, remodeling, and farm-building construction for customers. Read the results of Part II of this survey next month!

BOX SCORE

% of dealers in 18 Southern and Southwestern states who sell certain materials and supplies as tabulated in S*B*S survey, April, 1956.

APPLIANCES %		HARDWARE %		MASONRY MATERIALS %		PLUMBING %	
Small Electric	15.8	Builders	92.1	Cement	91.5	Bath Fixtures	35.8
Kitchen Electric	19.5	Garage	76.2	Mortar Mix	84.1	Pipe & Fittings	42.0
Home Laundry	12.8	Nails	98.2	Mortar Colors	72.6	Septic Tank	43.2
Wiring Supplies	25.6	Bolts	84.1	Light Aggregate	50.0	Gutters, Etc.	53.7
Kitchen Gas	9.1	Screws	84.7	Brick	77.4		
CABINETS %		Carpenter Tools	75.0	Structural Tile	45.1	ROOFING %	
Stock Wood Kitchen	49.4	Masonry Tools	62.8	Concrete Block	80.5	Asbestos-Cement	84.6
Metal Kitchen	26.8	Timber Connectors	22.6	Sewer Pipe	73.8	Steel	67.9
Metal Bathroom	59.0	Garden Tools	41.5	Chimney Caps	42.1	Asphalt	95.7
Ironing Board	56.7	Plastic Screening	48.8			Aluminum	65.4
		Metal Screening	71.9				
DOORS %		INSULATION %		MOLDINGS %		SCREENS %	
Stock Wood Panel	96.3	Blanket or Batt	96.3	Stock Wood	93.9	Stock Wood	80.2
Flush Wood	96.9	Blowing Wool	21.3	Special Wood	54.9	Special Wood	56.2
Wood Sliding	78.6	Loose Fill	55.5	Metal Trims	87.8	Metal Tension	76.5
Metal Sliding	36.0	Reflective	51.8			Metal Frame	63.6
Wood Garage	79.3			PAINTS %		SIDING %	
Metal Garage	62.8			'Custom Mix'	66.0	Wood	93.2
Jalousie	50.0			Interior	90.7	Hardboard	61.1
FENCING %		LUMBER %		Exterior	92.6	Asphalt	76.5
Wire	62.8	Sou. Pine Common	78.6	Masonry	85.2	Asbestos-Cement	88.3
Wood Posts	77.4	Sou. Pine Finish	71.3	Accessories	85.8	Cedar Shakes	66.0
Steel Posts	53.0	D. Fir Common	75.0			Steel	30.2
Pickets	54.3	D. Fir Finish	78.6	PLYWOOD %		Aluminum	27.8
		Western Pine	66.5	Douglas Fir	95.7		
FLOORING %		Redwood	59.1	Marine Grade	75.3	WALLS %	
Hardwood	95.7	Treated Lumber	46.9	Fancy Hardwood	71.0	Gypsum Board	98.1
Pine	81.7	Lum. Preservatives	75.6	Fancy Softwood	64.8	Insulation Board	97.5
Asphalt Tile	61.6			WINDOWS %		Hardboard	93.2
Rubber Tile	56.7	MACHINES FOR RENTAL %		Stock Wood	93.2	Prefinished (HB) Panels	60.5
Plastic Tile	60.4	Floor Sander	39.6	Special Wood	70.4	Asbestos Board	79.0
		Polisher	34.7	Steel	77.8	Plaster Materials	82.1
WEATHER EQUIPMENT %		Portable Power	15.2	Aluminum	72.8	Metal Lath	86.4
Room Heaters	28.0	Paint Sprayer	12.2	Jalousies	59.9	Gypsum Lath	80.9
Furnaces	27.4			Sheet Glass	66.0	Metal Louvers	82.7
Air Conditioners	22.6	MISC. SPECIALTIES %		Glazing Putty	89.5	Lam. Paper Board	51.8
Attic Fans	36.6	Ornamental Iron	64.0	Sash Balances	81.5	Glass Blocks	53.7
		Fireplace Units	63.4	Caulking Compound	93.8	Wallpaper	39.5
		Power Shop Tools	39.6				
		Structural Steel	39.6				
		Laminated Plastics	36.0				



D-I-Y Furniture Legs Yield Big Profits, Related Sales

✦ What started out as a minor specialty item with some dealers — to accommodate the customer buying plywood and paint for furniture — has turned into a big profit maker, as a full line of stock wood and metal furniture legs.

Most wrought-iron and wooden furniture legs provide the dealer about a 40-per-cent profit margin. Sold in the quantities that currently are being moved, they cease to

be a come-on for other sales and are being stocked for their own merit by some 33 per cent of building material merchants in the South and Southwest.

Any firm that makes an honest attempt to serve the Do-It-Yourself customer can't be without these legs.

Actually seeing a cabinet or coffee table built with the legs can inspire many a customer who

Emphasizing the firm's help with all Do-It-Yourself projects, the Brissey Lumber Company in Anderson, S. C., has a rack of handy-man project plans right by its display of wrought-iron furniture legs. The display that holds the legs was easily made of a flush door and a set of the legs, plus the hardboard upright display piece. Brissey offers two brands and price-lines of legs.

wouldn't have tried it otherwise to build something on his own. Display stands and counters in the dealer's showroom often can serve to show various legs in use.

The Woodward Lumber Company in Augusta, Georgia, has attracted much attention with its complete set of furniture in the home-planning room — a place for customers to relax and browse. With this furniture the firm has sold not only the wrought-iron legs and chair forms but the flush doors for tables and the plywood and plastic covering for chairs.

Shortly after the Brissey Lumber Company in Anderson, South Carolina, opened its Do-It-Yourself department, as a Munford D-I-Y associate, the management reported that furniture legs were the fastest moving item.

When the Brissey firm advertised rubber-tipped wrought-iron legs in the daily newspaper, more (See FURNITURE LEGS page 61)

Customers have an easy time deciding what style and size furniture leg to choose after looking at this display on the hardware wall of Wood's Do-It-Yourself Center. This Birmingham, Ala., firm makes sure customers know exactly how legs are applied, to lure them back for more D-I-Y project materials.



Why the Construction Trend Is Upward

† Trends in marriages are not good clues to trends in the demand for housing. The number of marriages rose slightly from the '20s to the '30s, but the demand for new housing declined. The number of marriages in the '40s rose about 30 per cent, but the increase in the number of occupied units was nearly 75 per cent. So the market for housing needs to be examined on an income basis.

Figures based on official government data indicate that there was a drop of 200,000 per year in the number of households with incomes below \$4,000, in 1955 dollars, and an increase of over a million in the number with incomes above \$4,000. Assuming an increase in real income per household of about 2 per cent per year in the next five years, the number of households with incomes less than \$4,000 will continue to drop and the number with incomes above \$4,000 will continue to rise.

The rise will be particularly significant for those with incomes above \$7,000. There will be an annual increase of nearly 600,000 a year in the number with incomes above \$6,000 — that is, those who can afford to pay more than \$12,000 to \$14,000 for a new

house. Increased family incomes are creating a demand for larger, more expensive houses, Robinson Newcomb reported at the 366th meeting of the National Industrial Conference Board in Atlanta, Ga., March 22. This is an abridgment of his talk. Now a private consultant in construction economics, Newcomb has specialized in construction research with the U. S. Dept. of Commerce, NRA, WPB, FWA, and has served with the Council of Economic Advisors. He is a graduate of the Brookings Institute in Washington, D. C.

house.

The effect of this shift in income on the housing market is illustrated by the trend toward more expensive housing, as shown in the tables prepared by the U. S. Bureau of Labor Statistics. The houses being built and sold now are larger and better. The BLS data suggest, for instance, that the proportion of brick houses rose from 29 to 33 per cent, or about 14 per cent in one year (from 1954 to 1955).

While such a sharp rise can not be expected to continue year after year, there is a marked trend toward better houses. The latest Dodge and BLS data suggest that the volume of housing starts in 1955 will be at least 1.2 million,

and that the average price will be above 1955, so dollar outlays will equal dollar outlays for 1955.

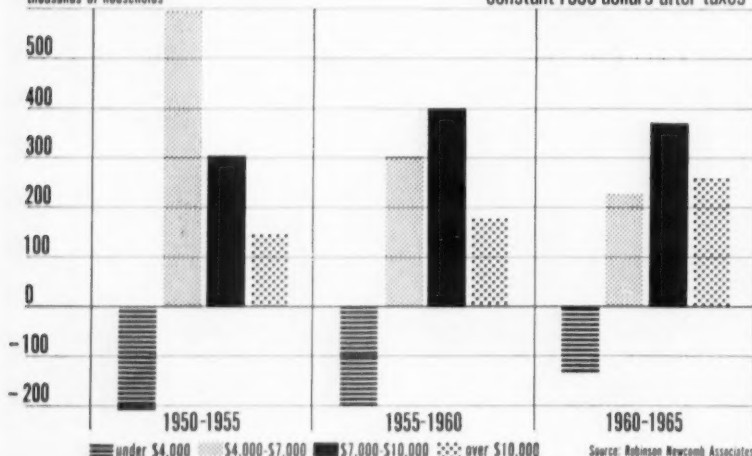
Outlays for improving existing houses may be running in the neighborhood of \$10 billion, and it looks as though there is 50 per cent more mortgage money going into the purchase and improvement of existing housing than is going into the purchasing of new housing. There may not be as big a decline in mortgage financing in 1956, therefore, as had been anticipated in some quarters.

This judgment that housing may do well in '56 is supported by the latest Federal Reserve Board report which indicates that consumers are still expecting to buy a lot of houses in '56. Our own fore-

Households with Incomes of \$7,000 to \$10,000 will grow Fastest

Thousands of households

annual rate of change in number of households by income in constant 1955 dollars after taxes



Robinson Newcomb Associates prepared these charts to show the trend in the increase in the number of "Households by Incomes" in constant dollars after taxes.

The chart at right shows the growth in families with incomes of \$4,000-\$7,000, \$7,000-\$10,000, and over \$10,000. The higher the income, Newcomb points out, the more brick houses are bought by families.

The chart at left graphically shows that "Households with Incomes of \$7,000 to \$10,000 Will Grow Fastest." Families with incomes over \$10,000 will pace ahead, too. Newcomb predicts an annual increase of nearly 600,000 a year during the next five years in the number of households with incomes above \$6,000 — the group that can afford to pay more than \$12,000 for a new house.

cast suggests that the rate of residential construction in this part of the country (the South) will show an appreciably larger increase in both residential and non-residential construction than has been estimated for the rest of the country.

Non-residential construction is holding up, too. Some analysts have forecast a sharp decline in construction because of increased costs. This is a rather naive analysis. Construction-cost figures are so poor that government staff putting them out has been trying for years to drop the figures. Most construction-cost indexes are synthetic indexes. It is as though the prices of automobiles were to be calculated on the trends in price of metal, glass, rubber, and wage rates.

There is no allowance in most of the indices for changes in technology, design, or efficiency. Businessmen buying a factory or commercial building are not interested in the hourly wage of the carpenters or the bricklayers. Factory design has improved generally in the last few years. The space required for a given output by present-day machinery is less than for the older type machinery. Even if factory space costs twice as much per square foot, if the output is three times as much per square foot as formerly, the cost to the owner for factory space per unit of goods would have dropped.

Improvements have been developed for all types of construction

— commercial, educational, recreational, etc. — so that in terms of services performed, construction is not nearly as expensive as indicated by the indices. And, of course, because of the increased efficiency of contractors, engineers, architects, and labor, the actual cost of building has not risen as much as indicated by the synthetic indices. For this and other reasons, the demand for construction will hold up in '56.

Commercial contracts to date have run appreciably 10 per cent higher than a year ago. Industrial contracts are nearly 67 per cent higher than in '55. Educational and science buildings are running 20 per cent higher than a year ago, though this rate may not be maintained.

Construction of highways expand more than the usual rate this year.

Utility construction will be stronger for obvious reasons. Sewer and water construction will have to increase. The capacity of the sewer and water facilities has not kept pace with the growth and movement of the population. Pressures there are building up to a point where they can not be resisted.

Total construction this year may therefore exceed last year by 5 per cent or more. The economy as a whole (gross product) may not exceed last year by more than 3 or 4 per cent, but construction should increase slightly more than that.

FURNITURE LEGS

(Continued from page 59)

people responded to that ad than to those playing up other particular products of the D-I-Y center.

In promoting these legs, the retail lumber dealer may run into one hitch: in some metropolitan areas, the customer often can buy tapered wood and wrought-iron legs at a much lower cost from local chain stores.

To overcome this handicap, the lumber dealer's ads and sales message can stress highest quality; one-stop service for all materials for the D-I-Y project; convenience of shopping and parking facilities; personalized service and help with the handyman's project; ideas for new D-I-Y projects, and widest selection of styles and sizes.

The last is most important in meeting competition.

Among the various styles of wrought-iron legs are the hairpin style, which looks like an oversized inverted hairpin; a similar leg in a V shape, with or without a metal or rubber foot; U-shaped legs which extend from one side of the table to the other; legs which are nearly straight, slanting from the table or chair outward; legs which curve at the top before slanting outward; curved legs with an ornamental iron trim. Most of these have ball or flat feet.

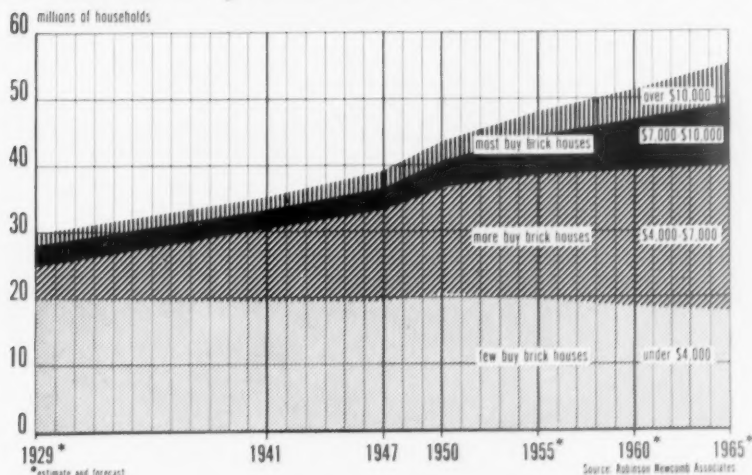
These legs come in a wide range of lengths for use on chairs, tables, cabinets of all types. Some even have wheels for use on serving carts.

In addition to wrought-iron legs, aluminum and steel legs are available for easy formation of picnic tables and benches, work tables, and saw horses. Most of these are set up or disassembled in minutes.

Wooden legs do not offer the wide variety in design, but they provide an alternate choice for persons who do not care for the extreme modern feeling of wrought-iron. Wooden legs generally are made in two styles — those that slant outward slightly and those that are straight. All taper toward the bottom and have a variety of metal ferrules.

Wooden legs usually are finished in natural or flat black or are left unfinished. They come in woods to match existing furniture, so that an old-fashioned chest can be stripped of some of its decoration and modernized with paint, new drawer pulls, and up-to-date legs.

Households by Incomes constant 1955 dollars after taxes



Alert Dealers Tie OHI in with Spring Home Improvement Ads

✦ Alert building supply dealers this spring are keying their newspaper ads with *Operation Home Improvement* through use of the "'56 — the year to fix" emblem. They want to capitalize on the \$100 million in advertising and publicity that is being given this great national home improvement campaign by material manufacturers, associations, magazines, newspapers, radio and TV, and other promotional media.

Visitors to both stores increased and telephone orders stepped up when the North Alabama Lumber Company at Jasper ran the 2-column, 11-inch ad reproduced at right. It promoted plans, materials, financing with this offer: "Whatever your home needs we can provide it for you . . . quickly . . . efficiently . . . and at low

cost, too! Let us help with your plans, materials, and assistance in obtaining suitable financing."

The West Lumber Company, with four stores in the metropolitan Atlanta, Ga., area, in January began a series of hard-hitting home-improvement ads in local newspapers, like that seen at right, below. This 4-column, 11-inch ad emphasized free estimates and budget financing. It listed nine of the most desired home improvement projects. Home improvements sales at West's have shot up to about 50 per cent of total volume.

Effective advertising layouts like that below, headed "Repair-Modernize Now!" are available in material form from the Associated Lumber Dealers Advertising Agency, Inc., through the cooperation of 23 state and regional dealer associations.



'56-THE YEAR TO FIX
OPERATION
'56-the year to fix
HOME IMPROVEMENT

1956 has been designated "National Home Improvement year" under the title "Operation Home Improvement". Special efforts will be made by us to provide the utmost in help and advice, to everyone seeking to improve their home, during this period.

WHAT DOES YOUR HOME NEED?

<input type="checkbox"/> More Rooms	<input type="checkbox"/> Insulation
<input type="checkbox"/> New Kitchen	<input type="checkbox"/> Flooring
<input type="checkbox"/> New Bath	<input type="checkbox"/> Garage
<input type="checkbox"/> New Roof	<input type="checkbox"/> General Repair
<input type="checkbox"/> New Siding	<input type="checkbox"/> Painting

PLAN **MATERIALS** **FINANCING**

Whatever your home needs we can provide it for you . . . quickly . . . efficiently . . . and at low cost too! Let us help you with plans, materials and assistance in obtaining suitable financing.

N. Alabama Home Store
1810 6th Ave. Phone 2-5164



NORTH ALABAMA LUMBER CO.
JASPER, ALABAMA TELEPHONE 2-3491

"Our Service Satisfies"



Repair-Modernize NOW!

Bring Your Home up to MODERN LIVING STANDARDS

During 1956 special services will be made available to you by private enterprise and the Federal Government for home improvement projects. See us now for exceptional values.

 <p>LUMBER</p> <p>Clear, straight, kiln dried stock for all home repairs to modernization needs. Moderately priced. 2 x 4's on hand. \$60¢ per ft.</p>	 <p>PLYWOOD</p> <p>Five quality exterior and interior plywood panels. Good size or half sizes. 4' x 8' \$5.00 per sheet.</p>	 <p>Let us help you plan and build a modern kitchen.</p>
 <p>CEILING TILE</p> <p>Excellent for covering old, cracked ceilings. Ceiling tile is attractive and easily applied. Enough to cover 100 sq. ft. \$10.00 per sq. ft. or less.</p>	 <p>PANELLING</p> <p>Wood paneling transforms dull, unattractive rooms into warm, lively, cozy ones. Enough quality paneled for average room or less. \$30.00 per room.</p>	 <p>A room addition to your home will solve the space problem.</p>

One-Stop Service for REPAIR AND MODERNIZATION NEEDS

We are equipped to render you true one-stop service, from plans, materials, contractor information, to assistance in obtaining suitable financing. Call or see us soon.

Monthly payments can be arranged on repair or remodeling projects

Your SIGNATURE Here



LOOK First TO
WEST LUMBER CO.

FOR OPERATION
'56-the year to fix
HOME IMPROVEMENT

ADD-A-ROOM
PUT ON A NEW ROOF
ENJOY A NEW KITCHEN
CONSTRUCT A OUTDOOR PATIO
GET MORE GARAGE SPACE
REPAINT YOUR HOME
RE-DECORATE YOUR INTERIOR
REMODEL FOR MORE CLOSET SPACE
HOW ABOUT A NEW DEN

Ask us for FREE ESTIMATES

You can do these things and many more on the

WEST LUMBER Budget Plan
NO DOWN PAYMENT
3 FULL YEARS TO PAY
'56 is the year to FIX!

LET US HELP YOU WITH

HOME PLANNING	INFORMATION ON "HOW TO DO IT" BETTER
FINANCING	FREE ESTIMATES
CONTRACTOR SERVICES	SITE SELECTION
SELECTION OF SUITABLE MATERIALS	

WEST LUMBER COMPANY
NATIONAL LUMBER ADVERTISING BOARD, INC. HAS MADE THIS CAMPAIGN POSSIBLE BY PROVIDING A NATIONAL CAMPAIGN BUDGET PLAN, WHICH IS THE SAME FOR ALL, IN 1956.

Home Improvement Show

Lines Up Dealers' Prospects

✦ **Operation Home Improvement**, a three-day materials-and-service show at Jonesboro, Arkansas, early in April drew one-third of the population. More than 5,000 men and women poured into Community Center. Hundreds of names, representing live prospects for home improvements, were left at the booths of the four lumber dealers who participated.

"It was the biggest and most successful cooperative promotional effort ever undertaken in our field here," said Charles A. Stuck, president of Stuck Brothers. "We planned carefully to eliminate exhibitors whose products and materials would not become an integral part of the house, covered by FHA Title I loans. This was not an appliance

show, but a home-building materials show, putting on parade modern materials and items for construction and improvement in 1956."

To attract people really interested in home-improvement, no door prizes were offered, nor were tickets sold. The show was open to all who wanted to browse around the 23 booths to see what

was new and attractive in construction materials. The planners of the show were determined to impress people with the fact that this city of 17,000 population is truly a one-stop town for modern building needs.

"We wanted the exhibition to be painlessly educational," Stuck said. "And it developed that many people learned, in one visit to the show, more about modern building materials than they could have learned in a month of shopping around among the stores of dealers."

Checking the crowds that came and went during the three afternoons and evenings of the show, it was noted that visitors browsed slowly from booth-to-booth, some of them remaining more than an hour.

Those represented in the exhibi-

At right, Dealer Charles A. Stuck develops a prospect for a paint order in his booth at the Jonesboro Home Improvement Show. He served as show chairman. Below, Claud Roach shows his products and collects names for future sales for his Jonesboro Lumber Company.



tion hall included four local lumber dealers, paint stores, a building material manufacturer, the city light and power company, several electrical contractors, a plumber, and a finance company specializing in home loans.

With remodeling stressed throughout the exhibits, all of the lumber dealers set up their booths and their demonstrations to interest visitors in doing some improvements immediately. Each exhibitor made some provision to collect names of prospects.

Stuck Brothers had double space near the entrance, where they showed paints, builders hardware, kitchen cabinets, and other building products. As visitors came in, they were given a paper "loot bag"

in which to collect printed matter as they progressed through the exhibits. Seven Stuck employees were on hand to explain and demonstrate every product in which a visitor showed interest.

Dealer Stuck, using a tip sheet supplied by a manufacturer, got leads from 125 people whom he considers "hot" prospects for personal calls by salesmen. A few of the requests for service penciled on the sheets included: "please call and help finish our basement walls," "need kitchen cabinets," "want pine paneling," and "plan new plastic counter topping."

The Daugherty Lumber Company had a drawing for a prize, and plans to use the names thus secured for mailing pieces and personal calls. Those who dropped names in the box listed their current wants on the card.

Daugherty also employed another gimmick that attracted attention. One of their two attractive trucks was parked near the entrance of the exhibition hall where it could be seen. The brightly painted truck acted as a billboard-on-wheels, calling attention to products, service, and the telephone number.

The Jonesboro Lumber Company, manned by Claud R. Roach, and his assistants, displayed roofing, asbestos siding, paints, and other items for home improvement. They filled the loot bags with lit-



The Daugherty Lumber Company used one of its two delivery trucks as a sort of billboard display outside the Community Center during the Home Improvement Show. Signs emphasize Title I monthly payment loans, free estimates, and major products firm sells.

erature, and secured many names for personal calls.

The Barton Lumber Company used its space for a variety of new products, including an exhibit of fiber-glass translucent panel samples.

At the Johns-Manville booth, in charge of Paul Phillips, the visitors received bountiful literature and instructive explanations regarding the building products on display.

One of the most popular booths was that of the Citizens Federal Savings and Loan Association. Each day there, a lucky winner

drew \$10 worth of shrubbery supplied by a local greenhouse. Before the visitor dropped a card in the box, he looked at the original manuscript of "Home Sweet Home," the noted song by John Howard Payne.

Interest in the show was created by the promotion that preceded it throughout the entire Jonesboro trade territory. Sponsored by the Chamber of Commerce, the building industry, and related firms, the event had the cooperation of the local newspaper and two radio stations.

The Jonesboro Evening Sun published a special Home Improvement Edition the day before the show opened. This five-page section in the regular paper was filled with the advertising of exhibitors and with illustrated articles on home improvements written by the newspaper staff or supplied by manufacturers. Some of these articles were by-lined by the dealers. "Plastics Create Newest Trend" carried the by-line of Charles A. Stuck, chairman of the Home Improvement Committee.



Inside the Jonesboro Home Improvement Show, the Daugherty Lumber Company got a live list of prospects by having visitors to register for a prize. On card this potential customer listed her building needs. Booth displayed wide variety of materials and brand names.

OLA Promotes OHI

May has been proclaimed "The Month To Fix in Oklahoma" by State Governor Raymond Gary, as a tie-in with the Operation Home Improvement program. The Oklahoma Lumbermen's Assn. is cooperating with the program by urging its members to utilize their advertising and displays to promote home improvements.

Civic clubs have been invited to make this a project of theirs for May.

No. 4 in series on sale and use of Lumber Species

West Coast hemlock is graded and used for studding, sheathing, and joists in homes, farms, and commercial buildings. It is strong and stiff. Carpenters find it easy to work. The joists are "Construction" grade hemlock. The sheathing and studs are "Utility" grade.



Where to Use West Coast Hemlock Lumber — and How to Finish It Properly

✦ Of the four species of hemlock native to the United States, West Coast hemlock attains the largest size and has the greatest all-around value. It grows throughout the Pacific Coast forests from Alaska to northern California, sometimes mingled with stands of Douglas fir, Sitka spruce, and Western red cedar, and sometimes in practically pure forests over considerable areas.

West Coast hemlock trees have a maximum size of from three to four feet in diameter and 200 to 225 feet in height; a maximum age, under normal conditions, of 500 years. They are easily distinguishable from other evergreens of the region because of their soft, flattened leaves and the irregular intervals at which their branches grow.

They are prolific seed producers and flourish on moist, shaded sites. With the spread of the business principle that timber is a crop, the continued application of good forest practice by operators, and good forest conduct by citizens, the future supply of West Coast hemlock is assured.

West Coast hemlock lumber possesses characteristics which

rank it among the foremost of commercial woods. Bought and sold as West Coast hemlock, it is also known as Western hemlock or Pacific Coast hemlock.

Since the wood is fine-textured, straight-grained, stiff, and easily worked, it adapts itself readily to many different uses. It is particularly distinguished by its strength, freedom from pitch, freedom from splintering, and its ease of working. West Coast hemlock dries well, either by air-seasoning or kiln-drying, and when properly seasoned and stored is subject to a minimum of shrinking or checking.

West Coast hemlock is especially popular for interior uses such as paneling, flooring, and cabinet work. It is beautifully figured and its light color does not darken appreciably with age. Occasional pieces may have dark streaks along the grain or small bark pockets, unusual features which, when the wood is given a transparent finish, provide added interest to any room.

Another feature of West Coast hemlock, especially important in flooring, is the fact that it becomes harder each year it remains in use.

West Coast hemlock is the third strongest softwood grown com-

By A. A. Zander

mercially in the United States. It is used interchangeably with Douglas fir for virtually all construction purposes. Only in the "Select Structural" grade, where extremely high strength is a requirement, does it rank slightly below Douglas fir. Its fiber-stress rating in the "Construction" and "Standard" grades is exactly the same as that for Douglas fir.

So far as the conventional members in light construction are concerned, West Coast hemlock has more strength than is needed. The species is relatively tight-knotted. It is preferred ladder material. During the past two world wars it saw considerable use as aircraft material.

West Coast hemlock is chosen for kitchen and service-room cabinets — for shelving, because it is strong enough to take a heavy load without sagging, and because it is a clean wood, without taste or odor; for doors and drawers, because it joins well and has little tendency to warp. Its smooth sur-

face is particularly receptive to paints or enamels.

This "paintability" is a principal reason for the architect's use of West Coast hemlock for exterior siding. Another reason is the distinctive and varied effects which can be achieved by combinations of vertical and horizontal siding; by different widths and patterns of siding; and by the wide range of colors which may be applied.

Even-textured West Coast hemlock ranks in appearance with any of the soft-woods. In grade value it is equivalent to Douglas fir or Southern pine in all items except structural timbers. The Standard Grading and Dressing Rules of the West Coast Lumber Inspection Bureau, under which "West Coast Woods" are graded and sold, have almost identical requirements for West Coast hemlock and Douglas fir in all grades of boards, dimension, and finish.

Finishing. staining, bleaching, waxing, and varnishing will emphasize the beauty of West Coast hemlock texture.

In order to get good paint adherence on the job, exterior wood should have no more than 10 to 12 per cent moisture content; and any surface moisture accruing during construction should be eliminated before painting begins. Interior trim should have no more than 8 to 10 per cent moisture content before finishing.

Ready-mixed products are usually used for interior finishes. Those made by reputable manufacturers and applied according to their directions will give exceptional satisfaction on West Coast hemlock. It is naturally receptive because of



In modern homes, most families set aside a corner or den for Dad's hobbies and accumulations. Here Dad has a case for his guns, shelves for his books, and cabinets below for audio equipment and other storage. The shelving, trim, and flat-grain paneling in this room are all of soft-toned West Coast hemlock lumber, "C and Better." A thinned white primer was brushed on and wiped immediately. After 12 hours a coat of clear shellac was applied, followed by another 12 hours later.

its texture and its freedom from pitch and resins.

Stains may be left as applied, to the color desired, and finished with lacquer and varnish, or rubbed off to leave greater contrast in color between springwood and summerwood. The finish may be left with a high gloss, or brought to a dull glow with repeated applications rubbed between coats with powdered pumice stone and oil or

water. A flat or waxed varnish may be used to approximate the effect of rubbing.

Floor finishes are made to withstand the effect of wear. Floor finish will last indefinitely when waxed and rubbed frequently. More frequent refinishing will be required if no wax or just a manufactured floor dressing is used. Floor varnish is durable, and more (See WESTERN HEMLOCK page 113)



The bathroom and bedroom in this modern home were connected with this go-between dressing room. The cabinets, dressing table, and walls are all built of West Coast hemlock. The drawer fronts are of "C and Better" flat-grain hemlock. The door fronts are of "B and Better" vertical-grain hemlock. The finish: one coat of thinned clear shellac, followed by two coats of clear shellac brushed on after 12 hours of drying.



At left, Manager Kelly Hyche and Sales Manager Wesley Meeks check specifications for wood window units in their personal copies of the Home Housing System reference book. Hyche's whole set is in cabinet behind them. For store, office, warehouse, and field personnel, 10 copies of the unique 15-volume, 30-section system are kept up to date. In photo below, Charley Stone, field representative in west Jefferson county, checks with a young builder for whom the North Alabama firm furnished materials for six new houses. This employee is an experienced property maintenance man and builder. He checks each job regularly to be sure materials are ordered and delivered as needed — and that he sells everything the job requires.

Serves Customers Better with 'Home Housing System'

✦ It takes a lot of know-how and information to provide a complete one-stop building service, but the North Alabama Lumber Company in Jasper has neatly packaged it in a 15-volume combination catalog and encyclopedia called the "Home Housing System."

Divided into 30 subject classifications, this Home Housing System was developed over a period of 10 years by Kelly Hyche, enterprising manager of the North Alabama Lumber Company and of its "uptown store," the North Alabama Home Store.

In advertising this system heavily in the *Mountain Eagle*, weekly Jasper newspaper, the firm emphasizes the fact that it includes plans, materials, financing, and contractor service.

The HHS material is divided into subject classifications and grouped in loose-leaf binder volumes as follows:

VOLUME I — (1) lumber, (2) dimension, (3) boards, (4) finish, (5) wood siding, (6) wood floors, and (7) wood interiors.

VOLUME II — (8) plywood, (9) wood specialties, and (10) wood shingles and shakes.

VOLUME III — (11) millwork.

VOLUME IV — (12) roofing and building papers, and (13) specialty wall sidings.

VOLUME V — (14) insulation and (15) wallboards.

VOLUME VI — (16) clay products, (17) concrete products, and (18) hard materials.

VOLUME VII — (19) paints and accessories, and (20) glass products

and accessories.

VOLUME VIII — (21) nails and (22) hardware.

VOLUME IX — (23) electrical equipment.

VOLUME X — (24) plumbing supplies.

VOLUME XI — (25) metal millwork and (26) specialty items.

VOLUME XII — (27) general



technical data, including house plans, estimates, and specifications.

VOLUME XIII — (28) kitchens.

VOLUME XIV — (29) gas equipment — furnaces, space heaters, and water heaters.

VOLUME XV — (30) financing—details on First Federal, FHA, VA, and ABC, and Farm Home loans.

The North Alabama Lumber Company received national recognition in 1951 for its pioneering of sales and services for "sweat equity" housing and has since engaged directly in contract construction of new homes. But now, according to Hyche, the firm refers new construction and improvement jobs to local contractors and builders, because he finds it more profitable merely to help arrange the financing and furnish the materials.

However, the subsidiary store, North Alabama Home Store, sells and installs or services electrical wiring and fixtures, plumbing fixtures and supplies, heating and air-conditioning equipment, kitchen cabinets and appliances, and composition flooring.

Each section of the Home Housing System includes all the data needed by the salesman, builder, or customer to select materials, estimate quantities, determine prices, and understand installation.

The company's library includes a wide choice of modern stock home plans and they are made available to home prospects at publisher's prices. A company draftsman is available to make minor changes in plans to suit a customer's particular needs or whims.

New price sheets are made up



From the big assortment of product literature in the hardware and display room, Sales Manager Meeks gathers folders for "prospective home-owners" on the materials they plan to use in their home. The literature is placed in a handy packet envelope, imprinted with the firm name and slogans of the North Alabama Lumber Company.

and furnished promptly to the 10 employees to whom are assigned sets of the Home Housing System.

Careful records are kept of inventories of principal materials in a loose-leaf binder that holds two sheets spread opposite each other. One lists the stock number, description, cost, sales price, package quantity, and weight. The other sheet shows (1) amount on hand, entered in pencil, and (2) "need" entered in ink for amounts ordered. Thus, a call to the inventory clerk reveals immediately the status of a particular stocked item.

"Although we serve one of the most depressed areas in the nation, due to inactivity in our soft-coal mines," Hyche explains, "we are keeping up our volume and holding

our profit line by exploiting our Home Housing System for all it's worth.

"With a fleet of trailer trucks, quick service on ready-mixed concrete, and a large stock of Cle-Dry lumber, we are able to bid close on whole house jobs as well as home improvements and repairs. Figuring the latter as a packaged job and arranging the Title I FHA financing, we are able to pay the necessary mechanics well and get unit prices for our materials, too.

"That is why we are advertising *Operation Home Improvement* regularly. We advertise home additions and improvements available for as little as so many dollars and cents a month, with budget terms to suit the home-owner's needs. Such loans are placed through either the local savings and loan association or Allied Building Credits."

To save money on advertising and promotion costs and to gain double use from ads well-planned (See HOUSING SYSTEM page 113)

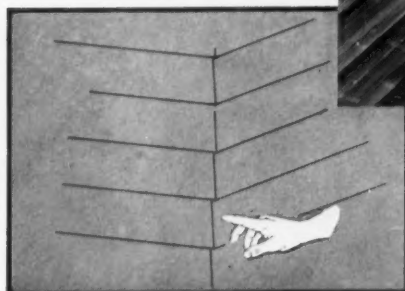


At left, Manager Hyche and Oxford Gray, concrete operations and office sales manager, check on the stock of asbestos siding to be sure the North Alabama Lumber Company has on hand enough for a big Jasper building project. The special loose-leaf inventory book quickly shows stock on hand and quantities ordered.

Why every piece
of **PALCO***
Architectural
Quality Redwood
must be



**CERTIFIED
DRY**



Following a period of air seasoning, redwood on these kiln cars is shown entering one of 25 modern dry kilns for curing under rigidly controlled temperature, humidity and air circulation.

Certified Dry *Palco** Architectural Quality Redwood offers permanent assurance of minimum swelling, shrinkage or other distortion, even under severe conditions of exposure.

When properly kiln dried, redwood has the lowest swelling and shrinkage of commercial woods. But air drying alone cannot be depended upon to reduce moisture content to that "point of no return" which assures permanent dimensional stability. That's why *Palco** Architectural Quality Redwood always carries the *Certified Dry* label, your only assurance of controlled seasoning procedure and moisture content. Pacific's kiln capacity is ample to cure accurately and completely all that part of production which merits the name *Palco** Architectural Quality Redwood.

Specify the best in Redwood **PALCO***

THE PACIFIC LUMBER COMPANY

Since 1869 • Mills at Scotia, California

100 Bush St.
San Francisco 4

35 E. Wacker Drive
Chicago 1

2185 Huntington Drive
San Marino 9, Calif.

*Trade Mark ®

MEMBER OF CALIFORNIA REDWOOD ASSOCIATION

DEALERS!

This is one of a series of advertisements telling the exclusive *Palco** Architectural Quality Redwood story over 2,000,000 times each year through the building and architectural publications your customers read. The bulletin described below is available on request, and is being made a permanent reference for 18,000 leading architectural firms through Sweet's Architectural File. This is part of a long-range program to help you build your *Palco** premium quality market.

L 504

SEND FOR THIS FREE BULLETIN
or refer to it in your 1956
SWEET'S ARCHITECTURAL FILE



THE PACIFIC LUMBER COMPANY

100 Bush St., San Francisco 4, Calif.

SBS

Please send me, without obligation, the new bulletin outlining basic redwood specification data, with charts showing standard *Palco** redwood patterns, sizes, grades and grains.

Name _____

Title _____

Company _____

Address _____

City _____ Zone _____ State _____

Another
Fenestra
Profit Package



Fenestra sets the fashion in window beauty...

TWO MODERN WINDOWS

Here are the window styles you need for contemporary designs! Shown above is one of the complete line of Fenestra WindoWalls . . . the modern picture window that provides both ventilation and an extra view. Awning-type vents swing out with a gentle turn of a handle . . . deflect rain and drafts. The large lights may be glazed with economical standard sizes of $\frac{1}{2}$ " insulating glass or with plate or double-strength window glass. Sizes for every room in a modern home.

On the right is the New Fenestra Contemporary View Window. Three panels are joined with slender mullions to form a complete wall of windows. This Fenestra Window fashion combines a large fixed pane with a draft-deflecting sill vent. It's perfect for living, dining and family rooms of contemporary homes.

Both these modern Fenestra Windows are steel-strong for trim beauty and maintenance-free service.

Your Single Source of Supply for DOORS • WINDOWS • SCREENS & STORM PANELS



FOR CONTEMPORARY HOMES

Color-styling, too! The Fenestra Bonderized-prime-paint finish prepares these windows for painting in colors to harmonize with the exterior and interior color-styling of each home. Fenestra's big color advertising program in *Better Homes & Gardens*, *House & Home*, *Practical Builder*, and other national magazines is showing consumers and builders the outstanding new beauty and sales appeal of Fenestra Color-Styled Steel Windows.

Stock up, now! More and more new homes fea-

ture contemporary design. A complete stock of these two Fenestra Windows can help you sell progressive builders your complete package of material. Call your Fenestra Distributor or Representative, today, and place your order or mail the coupon below.

Fenestra[®]
INCORPORATED

Residential
Steel
Windows

Fenestra Incorporated

SBS-3421 Griffin Street
Detroit 11, Michigan

Please send me complete information on the extra profits I can make with Fenestra Residential Steel Windows.

NAME _____

FIRM _____

ADDRESS _____

CITY _____ STATE _____

ASSOCIATION ACTIVITIES

Curry Tells Texans How Price-Cutting Harms

By **BARON CREAGER**, *Southwestern Editor*

PRICE-CUTTING in this generation will leave its mark on the succeeding generation, according to W. H. Curry, president of the Lumbermen's Assn. of Texas and the first speaker to face the association's 70th annual convention in San Antonio, April 15-17. Nearly 5,000 persons attended.

"We won't need a will to see that our heirs inherit the reputation we establish as lumbermen," Curry said. "The future generation won't be as proud of us as we have been of our predecessors for there are a lot of shoddy houses being built because we insist on cutting prices.

"As a result of price-cutting, the average profit has been 3 to 4 cents net on a dollar for lumbermen for the past several years, before taxes.

"Let's go home and make a resolution to give our customers more for their dollar in the houses we build."

This 70th convention featured a merchandising show that almost filled the arena and concourse of the Bexar County Coliseum, with 158 exhibitors listed in the official program. Although the Coliseum is three miles from downtown San Antonio, this circumstance did not affect attendance. Gene Ebersole, executive vice-president, made the claim that "every yard in the state is represented." Once on the Coliseum grounds, the visitor found the convention and show in one neat package, for convention business sessions were held in a nearby building.

Curry, of the R. B. Spencer Lumber Co. of Waco, retired from the presidency following the annual

election in favor of P. J. Goodnight of Buell and Co. of Dallas. Other new officers are: Gene Klein, first vice-president, Star Lumber Co., Amarillo; Ralph Campbell, second vice-president, Johnson-Campbell Lumber Co., Fort Worth, and Lester Palmer, treasurer, Calcasieu Lumber Co., Austin.

Re-elected were: W. B. Carssow, perennial third vice-president and counsel, of Austin; A. B. Cover, perennial sergeant-at-arms, Sequin Lumber Co., Sequin, and Ebersole. The new association secretary and staff member is Dick Watkins.

W. B. Oldham of Dallas continues as national executive committeeman and national directors are John Armstrong, San Angelo; John R. Armstrong, Amarillo; Goodnight, and Ebersole.

Panels dominated the business sessions since two sessions were devoted almost entirely to this type of discussion. The first, concerned exclusively with the Lu-Re-Co system, was presided over by Raymon H. Harrell, director of the Lumber Dealers Research Council, with the assistance of George Messner, special Lu-Re-Co representative for National Plan Service, Inc., and presented three dealer panel members. They were Floyd Goad of Lubbock, LeRoy Roberts of Corpus Christi, and D. C. Brown of Mathis.

In conducting the panel, Harrell directed specific questions to members concerning experiences with the Lu-Re-Co system and this procedure brought forth such comments as:

BROWN — "We believe that by building one house you can completely sell the people on the Lu-Re-Co system. By using the system we are saving at least 10 per cent on over-all cost. We have only about \$200 invested in jigs and equipment."

ROBERTS — "After buying the Lu-Re-Co system, we studied it but decided not to go into the house field. So we figured out how to build garages, using the system, and have sold 38. We don't sell any Do-It-Yourself garages on the Lu-Re-Co system because there is only a difference of \$100 in the you-do-it and the we-do-it price."

GOAD — "About all I know about it is how to make a failure of the deal. But it wasn't the fault of the system, it was my fault. We still like the system and have built three Lu-Re-Co houses, losing money on the first and making a profit on the next two. All the advice I have is that dealers should build according to the system and not try to improve on it. We tried to improve on it and, as a result, had to do some operations as many as three times on the first house."

Dean K. Leaman of Rosenberg entered the discussion from the floor and concluded his explanation of why he likes the system by saying: "It puts more money into the lumber yards instead of into hands of contractors."

The second panel was assembled for a discussion of "The Twenty Most Profitable Policies in Lumber Retailing" and was moderated by Arthur A. Hood, editor of *American Lumberman*.

(Continued on page 76)

New officers of the Lumbermen's Assn. of Texas are seen following their election in San Antonio. Seated from left are President P. J. Goodnight, retiring President W. H. Curry, First Vice-President Gene Klein, and Second Vice-President Ralph Campbell. Standing are Treasurer Lester Palmer, Sergeant-at-Arms A. B. Cover, Executive Vice-President Gene Ebersole, and Third Vice-President W. B. Carssow.



"Our pressure-creosoted post sales have tripled in the past five years,"

says **ROBERT WISE**

Co-Owner, Alday & Company, Thomasville, Ga.



"That's because our customers find that these posts save them time, labor and replacement problems—are more economical to use. Since we first stocked pressure-creosoted fence posts in 1948," continues Mr. Wise, "we have found them a profitable and popular item. We have encountered very little sales resistance, and because we are completely sold on pressure-creosoted wood, we can do a better job of selling it. Not only have our sales of pressure-creosoted posts and poles increased, but so have sales of related items such as staples, wire fence, stretchers and paint."

To help other progressive dealers like Mr. Wise develop their pressure-creosoted wood business, United States Steel—producer of USS CREOSOTE—has made available a free dealer merchandising program. This program contains a variety of advertising and point-of-sale material, all designed to help the dealer promote greater sales of pressure-creosoted lumber. This merchandising portfolio is available from your nearest treater who uses USS CREOSOTE. Just send in the coupon for more information.

Mr. Robert Wise is shown here with some of the different kinds of pressure-creosoted wood handled by Alday and Company.



Agricultural Extension
United States Steel Corporation
525 William Penn Place, Pittsburgh 30, Pa.

I am interested in promoting pressure-creosoted wood in my area.
Please have a treater contact me about your
merchandising program.

Name

Address

City State

UNITED STATES STEEL

"MUST READING" FOR EVERY LUMBER DEALER!

YOU WILL SOON RECEIVE YOUR FOR THE FIR PLYWOOD

What is the Summer Sales Drive?

**The biggest push for immediate sales—this spring and summer
—in fir plywood history:**



Advertising on NBC-TV HOME

starring Arlene Francis, tells millions of viewers to "see your lumber dealer for plans and fir plywood."



Backed by Ads

in magazines like POST, BETTER HOMES & GARDENS, AMERICAN HOME, WOMAN'S DAY, FAMILY CIRCLE . . . plus Sunday Newspaper Sections: PARADE, THIS WEEK, AMERICAN WEEKLY.

Complete Dealer Tie-in—

Free plan-and-idea folders for all fir plywood "do-it-together" projects featured in ads and on TV.

(Total reader-viewer sales impressions will top 300 million)

.....

Who gets the FREE Promotion Kit?

We want every lumber dealer to have one!

Complete kit (with plans, counter stand, banners, ad mats, other sales helps) is being mailed automatically to lumber dealers who have indicated interest in this type of fir plywood promotion.

All other lumber dealers on our mailing list will get a packet of plan folders. Our ads and TV spots will say "SEE YOUR LUMBER DEALER—EVERY LUMBER DEALER HAS PLANS."

If you do not receive YOUR plans by May 17—mail coupon below. Or wire collect.

If you receive only the plans, and wish a complete kit, just send in your order. If you wish additional plans or kits, let us know.

Be sure you have EXTRA Fir Plywood to meet EXTRA Demand!

FREE TIE-IN PROFIT-PACK

plans folders and other Sales helps

Summer Sales Drive



The impact of the FIR PLYWOOD SUMMER SALES PROMOTION means real profit potential for you. If you do not receive your FREE tie-in material by May 17—remember—mail coupon or wire collect.

**Be Sure You Display Plans
And Other Materials
By Monday, May 21!**

DOUGLAS FIR PLYWOOD ASSOCIATION

Tacoma 2, Washington

(Good USA Only)

I have not yet (May 17) received my Free tie-in kit for the Fir Plywood Summer Sales Promotion. Please rush:

☐ COMPLETE KIT ☐ ADDITIONAL PLANS

Name _____

Firm _____

Address _____

City _____ Zone _____ State _____



Members, in addition to R. A. Schaub, president of NRLDA, were: Lester Palmer, Calcasieu Lumber Co., Austin; W. D. (Boots) Watson, Wm. Cameron & Co., Waco; Marion Pugh, Pugh Lumber Co., College Station, and Horace Scott, Scott Lumber Company, Amarillo.

Although questions were asked from the floor and these and others were assigned to various members of the panel, much of the discussion was conducted by Hood with the assistance of slides which summarized information produced from previous "work shops" conducted by the moderator.

Don Moore, assistant director of Operation Home Improvement, reviewed the promotion campaign organized behind OHI and pin-pointed experiences of dealers who have embraced the program.

Roy Wenzlick, real-estate and building analyst of St. Louis, appeared again before this association with his stage-filling charts and discussed "The Outlook for the Construction Industry in New Building, Modernization and Repair."

Wenzlick expressed the opinion that action of the Federal Reserve banks in establishing increased discount rates was wise, although it will "slow business for a few months." He added that he expects 1956 building in Texas to exceed 1955.

Another scheduled speaker was Edward G. Conroy, Southwest Research Institute, on "Urban Redevelopment and Slum Clearance."

Complimentary entertainment and service was more abundant than usual for the Texas convention, the initial event being "open house" in the concourse of the Coliseum the afternoon of the first day, sponsored by the association.

Hoo-Hoo conducted a "concat" with 11 kittens and this was followed by the organization's stag party.

Previous to the election of officers by directors, the convention elected or re-elected 49 directors. These, with 15 living former presidents, constitute the board. The 49 elected are:

Burl Alexander, Ralph Campbell, W. B. Ferguson, J. Lee Johnson III, all of Fort Worth; John Darnell, J. L.

The Lu-Re-Co system of panel home construction was evaluated by this group at the Texas dealer convention. At the "mike" is Raymon Harrell, director of the Lumber Dealers Research Council, who moderated the discussion. Seated from left are Floyd Goad of Lubbock, LeRoy Roberts of Corpus Christi, P. J. Goodnight of Dallas, D. C. Brown of Mathis, and George Messner, Lu-Re-Co representative for National Plan Service, Inc.

Foxworth, P. J. Goodnight, J. M. Richenstein Jr., James M. Wilcox Jr., all of Dallas; Carroll R. Delhomme, D. G. McNair, J. E. Mills, J. H. Tampke, Ed W. Taylor, all of Houston.

Roy Campbell Jr., Mike Cassidy, M. C. Engle, Stanley Green, Frank Sims, all of San Antonio; S. S. Forrest, Robert Gee, Bill Whitwell, all of Lubbock; Lynn C. Durre, Lester Palmer, both of Austin; J. R. Fielder Jr., Abilene; Cecil R. Burks, Port Arthur; Lionel L. Campbell, Temple; W. D. Coleman, Victoria; A. R. (Happy) Dyer, Odessa; E. Q. Farris, Mercedes.

Joe B. Frey, Stephenville; J. W. Gillette, Alpine; Louis Gloor, McAllen; Chessley M. Grogan, Atlanta; Tom Keeler, Paris; Gene Klein, Amarillo; Tom Lankford, Corpus Christi; Phil R. McGee, Jr., Robstown; A. E. McCain, Tyler; Carl G. McCaslin, Hereford; Marion Pugh, College Station; George C. Staten, El Paso; Marion Stephens, Wichita Falls; J. Taylor, Carrizo Springs; Arthur Temple Jr., W. Temple Web-

ber, both of Diboll; W. D. Watson, F. R. Weddington, both of Waco.

Serves NLMA in Dixie

John H. Hough, structural and agricultural engineer, joined the Technical Department staff of the National Lumber Manufacturers Assn. on May 1. He will work out of the association's New Orleans office along with Walter Scales and Grady Duncan, NLMA building-code consultants. He will deal primarily with building code matters and the technical utilization of lumber.

Hough formerly was assistant professor of light-frame construction, Louisiana State University. He had been with LSU since 1934 except for wartime Air Force service and a period with the Southern Pine Assn. He acquired his engineering training at the Manchester School of Technology in England, from which he graduated in 1923.

Fishing Dates Set

The 26th annual deep-sea fishing rodeo of the Alabama Building Material Exchange will be held at Panama City, Fla., on July 13 and 14. This is a little later than usual but the fish are expected to be biting much better then, Chairman "Bud" Caldwell said.

All Alabama lumber and building supply dealers and their supplier friends are invited to attend, on a first-come-first-served basis. All available facilities have been reserved by the dealer group.

The rodeo committee includes President Louis Meer, M. L. McLemore, Marion Bane, and James Grayson. All are busy lining up the biggest array of prizes yet.

CONVENTION CALENDAR

May 13-18: **National Retail Lumber Dealer's Assn.**, spring board of directors meeting, Shoreham Hotel, Washington, D. C.

November 27-29 — **Fourth annual Southeastern Dealer Convention and Building Material Show**, Biltmore Hotel, Atlanta, Ga.

December 10-13: **Building Products Exposition and Clinics of National Retail Lumber Dealers Assn.** Conrad Hilton Hotel, Chicago. Exhibits.

MEMO

Watch your
Sales grow

WITH THE

Rock Island UNI-VENT and UNI-VIEW

AWNING — HOPPER — STATIONARY

Manufacturers of:

RIMCO Uni-Glide
Units —
Casement Units —
Utility Units —
Basement Units —
Styldor —
"Combination"
Styldor —
Combination Storm
Sash & Screen Units

Also . . .

A Complete line of
superior Stock W.P.P.
Millwork:

K. D. Window & Door
Frames —

Windows & Sash —

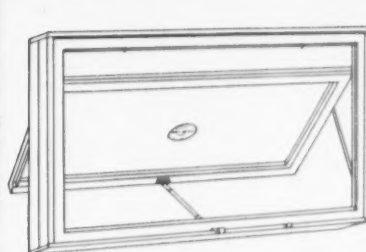
Panel & Sash Doors —

Combination Doors —

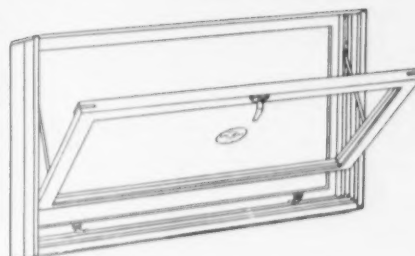
Louver Doors —

Outside Window &
Door Blinds —

Screened Goods



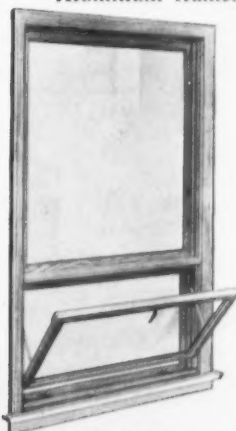
Inside view of partially opened
Uni-Vent AWNING Unit



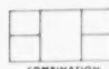
Inside view of partially opened
Uni-Vent HOPPER Unit

These popular-priced PONDEROSA PINE WOOD UNITS create a pleasant spaciousness in modern living comfort. Custom-Styled hardware has a deep-bronze finish — Hinges are cadmium coated for all weather operating ease. All wood parts are toxic, water-repellent treated to insure longer life.

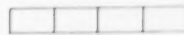
ANODIZED ALUMINUM WEATHERSTRIP applied. Screens and Storm Panels are easy to remove from the inside. Screen wired 18x14 Mesh Aluminum installed on all Operating Units; Aluminum framed Storm Panels installed on ALL Units.



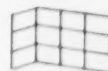
Uni-View above
Hopper below



COMBINATION



REBOW



CORNER



GROUP



STACK



STAIRWAY

All units factory assembled — PACKED ONE COMPLETE IN EACH CARTON for clean, easy handling. Full size range.

IF Uni-Vent and Uni-View Units are not available from your distributor, WRITE OR CALL US FOR INFORMATION. Colorful consumer literature, newspaper mats and dealer helps available



Rock Island

Another Quality Product of the

MILLWORK COMPANY

ROCK ISLAND,

Factory Division

ILLINOIS

Floridians Hear Wright, Doscher Explain Home Improvement Bonanza

THE SWING from new construction to home maintenance and improvement business was emphasized in speeches at the 36th annual convention of the Florida Lumber and Millwork Assn., at the Colonnades Hotel in Palm Beach Shores, April 19-21. Registration reached approximately 450 persons.

Describing *Operation Home Improvement*, Executive Director John R. Doscher pointed out the tremendous amount of business of this type available to the retail lumber dealer. The biggest problem, he said, is competing with sellers of other popular family items — new cars, vacations, entertainment.

Robert L. Wright, director of ACTION's Home Renewal Information Center, New York City, spoke on "We Have A House to Put in Order."

Tying in with the home-improvement talks, C. B. Sweet, assistant commissioner of Title I, Federal Housing Administration, Washington, D. C., spoke on "Dealer Profits from Title I Loans." Few dealers realize their potential sales possibilities by arranging these loans for customers, Sweet said. He urged his audience to be able to quote typical monthly payments as fast as the automobile salesman.

Edward H. Libbey, secretary, National Retail Lumber Dealers Assn., spoke and answered questions on the

Wage-Hour Law and its exemption possibilities for retailers.

At a luncheon meeting, Dr. Charles A. Rovetta covered "Some Economic Changes of the Coming Decade." He is dean of the School of Business, Florida State University.

"Selling More Lumber in Florida" was covered by John Reno, utilization director of the Pacific Lumber Co., Chicago, Ill.

Raymon H. Harrell, research director of the Lumber Dealers Research Council, Washington, D. C., gave a report on the latest developments in Lu-Re-Co panel homes.

At the final business session, Don A. Campbell, executive vice-president of the Kentucky Retail Lumber Dealers Assn., moderated a panel discussion on "Mortgage Financing."

Participating on the panel were C. B. Sweet; George Preston, president of the West Palm Beach Federal Savings and Loan Assn.; Otto P. Ream Jr., FHA's chief underwriter in Miami, and Asa B. Groves, VA loan guaranty officer in Miami.

Entertainment consisted of the annual golf tournament, dealers' breakfast, Old Timers' breakfast, banquet, and dance, plus a special program for the ladies.

Following the convention, there were meetings of the advisory board and the subscribers of the Florida Building Material Insurance Exchange.

New officers include president, H. Gray Eckles, Pinellas Lumber Co., St. Petersburg; vice-presidents, Arthur C. Bivins Jr., Pacific Lumber and Supply Co., Miami, and D. B. Alexander, Mitchell and Alexander, Daytona Beach; and secretary-treasurer, Mrs. Marie M. Bennett, Orlando.

District directors include Henry Cary, Pensacola; Hugh E. Williams Jr., Tallahassee; W. M. Mason Jr., Jacksonville; R. K. Gregory, DeLand; David Smyth, Cocoa; George D. Lainhart, West Palm Beach; Adhemar Renuart, Miami Shores; Edward Simpson, Fort Myers; Jack N. Shinn, Bradenton; R. Tom Joyner Jr., Lakeland; Edward R. Culp, Tampa; Robert W. Hendry, St. Petersburg; W. E. Combs, Gainesville; and Miller O. Phillips Jr., Orlando.

Associate directors are C. T. Parsons, Jacksonville; Harry White, Tampa, and R. C. Slack, Miami. D. C. Dawkins Jr., Jacksonville, retiring president, is director-at-large.

R. C. Tylander, West Palm Beach, is national director. His alternate is Forace F. Holland, Panama City.

★ ★ ★

WHAT DOES THE WHOLESALER expect of the dealer? What does the dealer expect of the wholesaler? These questions will be answered in the special Wholesaler Issue of SOUTHERN BUILDING SUPPLIES in June. Be sure to read it!



New officers and some directors of the Florida Lumber and Millwork Assn. are seen following their installation at the annual convention at Palm Beach Shores. Seated, left to right, are H. Gray Eckles of St. Petersburg, president; Arthur C. Bivins Jr. of Miami, vice-president; D. B. Alexander of Daytona Beach, vice-president, and D. C. Dawkins

Jr. of Jacksonville, retiring president and director-at-large.

The directors, standing from left, include George Lainhart, West Palm Beach; Edward R. Culp, Tampa; C. T. Parsons, Jacksonville, associate; Jack N. Shinn, Bradenton, and R. C. Tylander of West Palm Beach, NRLDA dealer-director.

Kansans Hear Ferguson and Brink; Elect Edwards

BETTER SALESMANSHIP was stressed in the four addresses in business sessions of the annual convention of the Kansas Lumbermen's Assn., at the Lamer Hotel in Salina, April 17-18.

Following an invocation by T. W. Danielson and a report by association President Loren J. Wolfe, Arthur T. Brink spoke on "Friendship in Business." Brink is with the Tri-State Lumber and Shingle Co., Kansas City, Mo. He told specifically how the attitude of management and personnel often mean the difference between making and losing a sale — and bringing customers back for repeat business.

"How to Make Your Entire Organization A Sales Organization" was the topic of a lively speech by Gates Ferguson, director of advertising, the Celotex Corp., Chicago, Ill. Mixing humor with good sense, Ferguson challenged his audience to go back to their businesses and get the most from his organization as a team.

G. Kenneth Milliken, executive vice-president of the Southwestern Lumbermen's Assn., described services of his organization, of which most Kansas dealers also are members.

A. G. Fegles, West Coast Bureau of Lumber Grades and Inspection,

Portland, Ore., told how grading and inspection of lumber is handled.

The highlight of the lighter side of the convention was a "Get-Acquainted Mixer," held from 4 to 5 p.m. the first day and staged with the compliments of wholesalers, suppliers, and manufacturers. This proved so popular that members expressed a hope that it would become a part of the program each year.

A dinner, tour of Smoky Hill air force base, and ladies' program added

to the entertainment.

Carl M. Edwards, Deal Lumber Co., McPherson, was elevated to the presidency. First and second vice-presidents, respectively, are Fred Wilbur, Michaelson Lumber Co., Salina, and A. E. Nickelson, Nickelson Lumber Co., Emporia. Marvin Von Fange, Salina, continues as secretary-treasurer.

New directors are Bill G. Graham, Miltonvale; O. W. Hetrick, Great Bend, and Paul Nitsch, La Crosse.



HEADS W. VA. ASSN.

Robert Briggs, above, is president of the West Virginia Lumber and Builders Supply Dealers Assn. for 1956-57. He is manager of the Wright-Bachman Lumber Co. in Charleston and has been with that firm for 12 years. His son, Robert Jr., is manager of the Contractors Supply and Lumber Co. in Houston, Tex.

Another good reason why it pays to be a **Dickey Dealer**

Practically every trade publication read by your customers during the next 12 months will carry Dickey advertising. Your customers will learn why Dickey Perma-Line Pipe is stronger, longer, straighter and rounder. They will learn why it is to their advantage to use Dickey Clay Pipe and Dickey Clay Products. This message will reach up to 6,500,000 readers during the next year. The men who see these ads are your customers . . . men who will specify Dickey Pipe and Dickey Products . . . for permanence.

Providing improved sanitation for better living

W. S. DICKEY
CLAY MFG. CO.

Birmingham, Ala., Chattanooga, Tenn.,
Kansas City, Mo., Meridian, Miss.,
San Antonio, Tex., Texarkana, Tex.-Ark.

Dickey Sanitary
Salt-Glazed Clay Pipe

ALWAYS IN DEMAND

If it's made of clay it's good . . . if it's made by Dickey it's better

Distribution Problems Tackled at Arkansas Meeting

A PLEASANT new atmosphere of fellowship was introduced into the 52nd annual convention of the Arkansas Assn. of Lumber Dealers, held at the Marion Hotel in Little Rock, April 11-12. Each morning, a complimentary breakfast was held for dealers, their wives, and others attending the convention. Then the tables were cleared, but everyone remained in his seat at the table to hear the first speaker.

President Frank Moore, of Newport, urged more friendliness toward all customers. "We do not have to insult our customers to lose them. We only have to be indifferent. Be pleasant toward the man who makes small purchases, and he will remember you when he builds a new home or remodels his old one."

Advocating a complete and continuous training program for all employees — old as well as new ones — he said that this training in product information, estimating, credit, and selling helps the entire industry. "We never are in business just for ourselves."

Exemption of the retailer from the Fair Labor Standards Act's new \$1.00 minimum wage was explained by E. DeMatt Henderson, executive secretary of the association.

A panel discussion on distribution problems drew enthusiastic response from the audience. Moderator Don Campbell was supported by Gerald F. Hoppe, Insulite sales promotion manager; Eldon P. Reising, chairman of the Trade Relations Committee of the National Building Material Distributors Assn.; Jess Davis, division manager, Long-Bell Lumber Company; and Jim Wiseman, Wood-Freeman Lumber Co., Searcy, Ark.

As a line-yard representative, Davis assured his listeners that there is nothing a line yard can do that an independent dealer can not do. "We try to develop our salesmen to be aggressive — to knock on doors. We have sales quotas. We have a sales-training program."

Representing wholesalers and jobbers, Reising urged dealers to "watch expanding markets for changes, and be sure that the change is the trend."

Speaking for the retailer, Wiseman said that no better way of distribution has been devised than is now operating. "A manufacturer makes a good product available through a jobber to the retailer." He urged modern dealers to get rid of obsolete goods and to get ready for the new.

Citing his own experience in stressing quality rather than price, he stated that in January his sales were 35% more than in January '55; February sales were up 27% over February '55, and March sales were



Peter Hiegel of Conway, left, is congratulated by Frank Moore of Newport on being elevated to the presidency of the Arkansas Assn. of Lumber Dealers. Moore is retiring president. Reed Gammill of Camden is new first vice-president, Harrison's John P. Hammerschmidt is second vice-president.

49% over March '55. He explained the increase by pointing out that new quality lines displayed in a new store attract volume.

Asked, in the discussion that followed, how he trains his salesmen, Wiseman said that he asks manufacturers and jobbers to demonstrate old products as well as new in his store; that he has a meeting once a month for all office and sales personnel on old and new products, at which time they answer prepared questions of the sales manager to test whether they keep up with trends. Employees also discuss editorial matter and advertisements in leading building trade journals.

Training personnel was discussed by Leo L. Shoemaker, of National Cash Register Co., Dallas. Men do not fail intentionally, he said. Sometimes they fail because they have not been trained properly. No one can tell what another can do until he has been given responsibility.

H. E. Kroll, regional specialized report manager of Dun & Bradstreet, Inc., Chicago, discussed "Sound Financial Policies" for the Arkansas dealers. He told them to watch these three fiscal factors in behalf of sound business management: fixed assets to tangible net worth, net sales to working capital, and inventory to working capital.

Kroll reported that his agency's study of five-year averages (1950 through 1954) of the financial condition of building material retailers revealed the ratio of fixed assets to tangible net worth at 20.8%; net sales to working capital, 3.76 times; and inventory to working capital, 71.2%.

Peter Hiegel of Conway was elected president of the Arkansas association. Reed Gammill of Camden moved into the first vice-presidency. John P. Hammerschmidt of Harrison is the new second vice-president.

Ways to Boost Profits Highlight Speeches at Georgia Convention

A TOPIC of greatest interest to all retailers — bigger profits — was the hub of the major speeches at the 31st annual convention of the Building Material Merchants of Georgia, held at the General Oglethorpe Hotel near Savannah, April 16-18.

In his talk on "Profiting from Title I Loans," Cyrus B. Sweet, assistant commissioner of the Federal Housing Administration, Washington, D. C., described the program as a "pot of gold" that lumber dealers are missing. "There have been more than 20,000,000 Title I FHA loans made — nearly five times as many

as all other loans under the FHA program," Sweet said. "Yet retail lumber dealers have had a part in arranging only a small number of these."

Speaking as a former lumber dealer himself, Sweet urged his audience to go after this business "pot of gold" with grub stake, pick, and shovel. The grub stake is the new Operation Home Improvement program; the pick, a stepped-up merchandising and advertising program; the shovel — the Title I loan program.

As for the market, he cited 30,-000,000 homes that haven't been

painted in 10 years, and similar areas of neglect. The estimated market for repairs and improvements is nearly twice that for new-home construction. At least 35 per cent of American homes are sub-standard.

Edward H. Libbey, secretary of the National Retail Lumber Dealers Assn., Washington, D. C., explained the wage-hour law in relationship to lumber and construction operations. He stressed the importance of filling out exemption check sheets, even if the dealer thinks his wage scales comply with the law.

Libbey took the rostrum later to report latest developments on proposed changes in the Title I loan program. He told dealers to write congressmen and senators immediately to vote in favor of increasing the maximum single loan from \$2,500 to \$3,500; increasing repayment period from three to five years, and eliminating the six-month occupancy clause for new construction improvement. He especially urged writing representatives to vote against the proposed lowering of the discount rate from five to four per cent, which he believes would cause bankers to stop making these loans.

A highlight of the "profit" program was the presentation to members of a proposed group insurance plan, patterned after those of the Tennessee, Louisiana, and Carolina Associations. John P. Clos, Atlanta group office manager for the John Hancock Mutual Life Insurance Co., explained details of the program of life, hospital and medical, and polio insurance in a talk, "Profiting from Association Group Insurance." Members will vote on adoption of the program later.

"Profiting from Operation Home Improvement" was covered by Jack Doscher, executive director of OHI, New York.

Not a program of the Federal government, *Operation Home Improvement* has two purposes — to interest more people in improvements and to make it easier to live better, Doscher said.

Association President Charles Peek told how he personally used advantageously charts that compared his business to others. Speaking on "Profiting from Operating Cost Surveys," he stressed the importance of every member returning his survey sheet for a more accurate picture of costs.

Oertell Collins, national dealer-director, spoke on "Profiting from Your National Association."

In a talk spiced with humorous illustrations, Clarence N. Walker gave the dealers good pointers on improving public relations on the local level, basically by being a real friend to everyone. He is in the public relations department of the Coca-Cola Co., Atlanta, Ga.

New SPA Officers and Directors Listed

At the 41st annual convention of the Southern Pine Assn., Leon Clancy, Decatur, Ala., was elected the new president. Q. T. Hardtner Jr., Urania, La., was elected first vice-president; Philip E. Frankfort, Franklin, Va., second vice-president; and M. L. Fleishel, Port St. Joe, Fla., treasurer.

Elected directors at large for SPA were Treasurer Fleishel; Edward A. Hauss, Century, Fla.; E. L. Kurth Sr.,

Keltys, Tex.; W. B. McNeal, Hardeeville, S. C.; B. A. Mayhew, Fordyce, Ark.; S. E. Moreton Sr., Brookhaven, Miss.; H. M. Seaman, Houston, Tex., and Eli Weiner, Keltys, Tex. Other SPA board members by states are:

ALABAMA — Brady Belcher, Centerville; Leon Clancy, Decatur; A. P. Downing, Brewton; W. D. Harrigan, Fulton; W. T. Haynie, Bellamy; N. F. McGowin, Chapman; M. W. Smith Jr., Jackson; W. H. Simpson Stimpson, Mobile, and W. T. Vick, Hamilton.

ARKANSAS — Bruce Anthony, Urbana; J. R. Bemis, Prescott; H. C.

R. F. Slaughter Lumber Corporation
LUMBER, MILLWORK AND BUILDING MATERIAL
PHOEBUS, VIRGINIA
May 23, 1955

Binswanger & Company
Leigh & Posenath Road
Richmond, Virginia

Gentlemen:

Please ship immediately the following AIR SEAL WINDOW UNITS:

6	2'-8" x 4'-6"	12 LT.SS.
6	2'-4" x 3'-2"	"
1	Twin 3'-0" x 3'-6"	"
8	2'-4" x 3'-0"	"
7	3'-0" x 3'-0"	"
2	2'-0" x 3'-0"	"
6	2'-0" x 3'-0"	"
1	Twin 3'-0" x 3'-0"	"
5	"	"
1	"	"
4	"	"

This order of 63 units is the 21st order from R. F. Slaughter Lumber Corp. in 30 days! Isn't that the best possible proof Air Seals sell faster?

WHY DO

Air Seals

SELL FASTER?

BECAUSE... Lowest cost, high quality window unit. Easiest operating, too. Never sticks, never binds. Order AIR SEALS now for bigger window unit profits!

SOLD ONLY THROUGH SASH & DOOR DEALERS
Manufactured By
FOUNDED 1872

BINSWANGER & CO.

INCORPORATED

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Cabe, Gurdon; W. S. Fox, Pine Bluff; E. C. Gates, Fordyce; F. W. Girdner, Warren; H. S. Mersereau, Crossett, and W. R. Warner, Warren.

FLORIDA — R. G. Granger, Lake City; David B. Miller, Century; J. G. Moxon, Ocala, and W. F. Walker, Jacksonville.

GEORGIA — Edwin L. Douglass, Augusta; H. L. Manley, Savannah; Robert H. Rush, McRae; R. E. Sullivan, Preston, and J. M. McElrath, Macon.

LOUISIANA — W. P. Dougherty, Oakdale; A. T. Hunt, Ruston; H. P. Greer, Joyce; Q. T. Hardtner Jr., Urania; E. C. Johnson, Zimmerman; L. D. Kellogg, Alexandria; Ellis S. Martin, Castor; C. A. Quillen, Fisher, and C. O. Walker, Taylor.

MISSISSIPPI — Tom DeWeese, Philadelphia; Davis L. Fair Jr., Louisville; R. S. Taggart, Crosby, and Willard B. Ward, Memphis, Tenn.

MISSOURI — Fred M. Dierks, Mountain Pine, Ark.; J. T. Fleishel, St. Louis; C. V. Holbrook, Kansas City; Peter D. Joers, Mountain Pine, Ark., and R. B. White, Kansas City.

NORTH CAROLINA — L. R. Foreman, Elizabeth City, and George McLaney Jr., Elizabethtown.

OKLAHOMA — D. V. Dierks, Kansas City, Mo.

SOUTH CAROLINA — J. T. Buxton, Sumter; C. S. Jones, Moncks Corner; E. Oswald Lightsey, Miley, and W. B. Schoolfield, Mullins.

TENNESSEE — P. G. Vestal, Knoxville.

TEXAS — A. L. Carter, Camden; N. C. Edens, Cleveland; Carl Williams, Cleveland; H. D. Grogan, Conroe; J. K. Herndon, Houston; Paul F. Hursey, Trinity; E. L. Kurth Jr., Houston; Arthur Temple Jr., Diboll; T. L. Latane Temple III, Diboll, and W. T. Webber, Diboll.

VIRGINIA — Philip E. Frankfort,

Franklin, and W. B. Harris, Lynchburg.

The new board of governors of the Southern Pine Inspection Bureau consists of B. H. Barnes, Charlottesville, Va.; J. K. Barrow Jr., Ahoskie, N. C.; Brady Belcher, Centerville, Ala.; Tom DeWeese, Philadelphia, Miss.; E. C. Gates, Fordyce, Ark.; J. K. Herndon, Houston, Tex.; E. C. Johnson, Zimmerman, La.; R. B. Malcolm Jr., Wright City, Okla.; W. H. McNeal, Hardeeville, S. C.; G. B. Saunders, Columbus, Ga., and W. F. Walker, Jacksonville, Fla.

Secretary-Manager A. S. Boisfontaine reported the outcome of a canvass recently made among all SPIB subscribers as to the desirability of petitioning the American Lumber Standards Committee for the recognition of $\frac{3}{4}$ " as the dry minimum dressed thickness of all 1" items now required to be 25/32". He indicated that the majority of SPIB subscribers favored such action.

Many Towns Seeking Public Housing

"Normally, many of us think of public housing being located in large metropolitan areas, but this list shows that this is not the case," H. R. Northup, executive vice-president of the National Retail Lumber Dealers Assn., recently reported to directors and officers of federated associations. "We now are finding small public-housing projects in smaller towns in nearly every state.

A February 29 report on the "status of low-rent program under the Housing Amendments of 1955 by locality" shows the following Southern and Southwestern communities

that have requested funds:

ALABAMA, 2,565 units — Albertville, 200; Aliceville, 44; Attalla, 110; Birmingham, 500; Boaz, 125; Childersburg, 200; Cullman, 60; Demopolis, 100; Fairfax, 50; Huntsville, 539; Langdale, 50; Leeds, 18; Linden, 100; Oneonta, 10; Opelika, 75; Pell City, 48; Piedmont, 36; Ragland, 20; Riverview, 50; Shawmut, 50; Sulligent, 24; Talladega, 98; Vernon, 16; Warrior, 38; Winfield, 4.

ARKANSAS — Texarkana, 160.

FLORIDA, 662 units — Bonifay, 40; Cottontale, 10; Fort Lauderdale, 150; Graceville, 36; Key West, 53; Malone, 6; Marianna, 80; Pahokee, 115; Pompano Beach, 120; Sanford, 30; Sneeds, 22.

GEORGIA, 2,571 units — Americus, 40; Augusta, 525; Bainbridge, 50; Baxley, 150; Cairo, 86; Camilla, 50; Canon, 8; Carnesville, 12; Cedartown, 50; Cordele, 75; Douglas, 100; Gainesville, 100; LaFayette, 72; Lavonia, 36; Louisville, 28; Madison, 125; Montezuma, 56; Newnan, 55; Newton, 10; Ocilla, 38; Savannah, 337; Sparta, 110; Summerville, 80; Sylvania, 50; Tignall, 8; Tifton, 54; Vidalia, 120; Warrenton, 28; Washington, 50; Waynesboro, 50; Wrens, 18.

KENTUCKY, 604 units — Louisville, 496; Mt. Sterling, 82; Paris, 26.

LOUISIANA, 1,138 units — Bogalusa, 80; Bossier City, 100; Donaldsonville, 60; Lake Arthur, 60; Mamou, 68; Marks, 40; Opelousas, 400; Ruston, 250; Thibodaux, 80.

MARYLAND, 410 units — Cumberland, 80; Frederick, 80; Hagerstown, 250.

MISSISSIPPI, 2,655 units — Biloxi, 100; Columbus, 600; Corinth, 80; Gulfport, 500; McComb City, 175; Moss Point, 100; Ocean Springs, 200; Okolona, 50; Pascagoula, 300; Pass Christian, 100; Poplarville, 100; Saucier, 50; Starkville, 300.

MISSOURI, 750 units — Kinlock, 100; St. Charles, 50; St. Louis County, 600.

NORTH CAROLINA, 848 units — Concord, 60; Greensboro, 236; Laurinburg, 52; Raleigh, 300; Rocky Mount, 200.

SOUTH CAROLINA, 268 units — Central, 24; Clover, 46; Columbia, 74; Duncan, 10; Fort Mill, 28; Liberty, 26; Walhalla, 60.

TENNESSEE, 1,808 units — Cookeville, 200; Franklin, 150; Gallatin, 60; Humboldt, 120; Jellico, 100; Johnson City, 200; Lebanon, 70; Manchester, 20; Memphis, 600; Springfield, 200; Trenton, 50; Waverly, 38.

TEXAS, 1,894 units — Alamo, 30; Bryan, 110; Cameron, 50; Crystal City, 18; El Paso, 300; Gonzales, 20; Harlingen, 120; Kingsville, 100; Laredo, 200; Mauriceville, 20; Orange, 100; Orangefield, 20; San Benito, 100; Van Alstyne, 20; Victoria, 80; Vidor, 56; Waco, 400; White Settlement, 50; Wichita Falls, 100.

VIRGINIA, 850 units — Portsmouth, 250; South Norfolk, 600.



These four men will lead the Southern Pine Inspection Bureau through the first year of its new grading rules, which were evaluated on the poster behind them as "A Better Sales Tool." From left, the men are R. B. Malcolm Jr. of Wright City, Okla., vice-chairman; Brady Belcher of Centerville, Ala., chairman; A. S. Boisfontaine, secretary-manager, and R. R. Cahal, assistant manager.



Helpful Booklets FREE!

On this and the following pages is an excellent selection of literature on new Building Materials and Products. For free copies of the helpful booklets offered, just fill in and return the handy reply card below.

E-1. FLUSH DOORS. As a sign of quality, a permanent harmonizing wood plug with the "Mengel Man" symbol now marks the side of each Mengel flush door. A brochure and envelope-size folder are offered to point out this symbol and the quality it assures. The Mengel Co., Dept. SBS, Louisville 1, Ky.

D-1. ASPHALT ROOFING, SIDING. Flintkote shingles and asbestos-cement sidings are shown in full color in a catalog for dealers and customers. Complete data are given for strip shingles in various shapes, individual shingles, asbestos-cement sidings, insulation products, built-up and roll roofing and accessories. Flintkote Co., Dept. SBS, 30 Rockefeller Plaza, New York 20, N. Y.

D-2. DECORATIVE DOORS, WINDOWS. Rimco Stylors — doors with panel designs for originality in painting — are described in a consumer folder and catalog sheet. Uni-Vent and Uni-View operating and fixed-light window units are shown in a folder and brochure, which also show various stacking combinations. Rock Island Millwork Co., Dept. SBS, Rock Island, Ill.

D-3. D-I-Y FURNITURE LEGS. Catalog sheet pictures simple method of attaching Peg-Leg wooden legs to Do-It-Yourself furniture. It shows various sizes, with or without brass tips. Perry Furniture Co., Dept. SBS, 507 Monroe Ave., Grand Rapids, Mich.

D-4. ASBESTOS - CEMENT PRODUCTS. Complete selection of brochures, folders, and envelope stuffers — several in full color — show Century No. 5 asbestos-cement roofing shingles; Apae all-purpose asbestos-cement board; Linabestos and Sheeflexos wallboards for interior and exterior use; lightweight corrugated asbestos sheets. Keasbey and Mattison Co., Dept. SBS, Ambler, Pa.

D-5. PANEL WINDOW BROCHURE shows how National panel windows are used as fixed picture units, large casement windows,

single awning units, or stacked for multiple-operating awning units. Another brochure shows National double-hung wood units and their simplified installation. National Woodworks, Inc., Dept. SBS, Box 5416, Birmingham 7, Ala.

C-1. ALUMINUM PRODUCTS. Four consumer folders describe Wepco all-aluminum adjustable window awnings; Triple-Track extruded combination double-hung windows; Duo-Dor aluminum combination storm-screen door, and the Duo-Dor's "Kangaroo" self-storing compartment that changes for summer or winter use. Catalog sheets are available for the Wepco windows and Trax Wax, for use on aluminum doors and windows. Weather-Proof Co., Dept. SBS, 1407 East 40th Street, Cleveland 3, Ohio.

C-2. SLIDING DOOR FRAMES. The Nordahl line of sliding door frames and wardrobe and cabinet hardware is described and pictured in a six-page, three-color catalog that folds into a self-contained file jacket. Installation instructions and a story of the Nordahl Co. are included. Nordahl Manufacturing Co., Dept. SBS, 180 West Alameda Avenue, Burbank, Calif.

C-3. SLIDING GLASS DOORS. Two-color brochure shows details of the installation and operation of Crystal-Vue sliding glass doors. It tells how the aluminum frames have a special bright "Chromalum" finish and how the rubber channel assures weather-tight closing. Crystal-Vue Sliding Door Manufacturing Co., Dept. SBS, 3498 N. W. 7th Street, Miami, Fla.

C-4. ASBESTOS SIDING, ASPHALT ROOF. Two full-color consumer folders show Ruberoid color-grained Autoclaved asbestos siding and asbestos shake siding. Both show all colors available and list selling points. A third full-color folder shows colors of Ruberoid asphalt shingles with wind-proof "Lok-Tab" application. Ruberoid Co., Dept. SBS, 500 Fifth Avenue, New York 36, N. Y.

B-2. VITRIFIED CLAY PIPE. Concise folder describes advantages of Dickey Perma-Line pipe for house sewers and drains. Pictures show how built-in, self-centering lugs speed up installation. W. S. Dickey Clay Manufacturing Co., Dept. SBS, P. O. Box 2028, Kansas City 42, Mo.

B-3. PLASTIC STRUCTURAL PANELS. Filon reinforced fiber-glass and nylon plastic panels, their uses, and application methods are described in a profusely illustrated folder for architects and builders. It suggests many uses. Consumer folders on "How to Build with Filon" and ideas for building patios also are offered. Filon Plastics Corp., Dept. SBS, 55 Marietta Street N. W., Atlanta 3, Ga.

B-4. SHUTTER PANELS. Catalog No. 156 shows sizes of panels and opening widths for Fit 'n' Finish shutters. These are used in windows, doors, and for interior decoration. Sam A. Wing Co., Inc., Dept. SBS, 5039 Willis Avenue, Dallas 6, Tex.

B-5. PLASTIC COMPOUNDS. Armstrong glazing, sealing, and caulking compounds and adhesives are shown in colorful catalog sheets. They explain superior qualities of these elastic, plastic compounds. Armstrong Co., Dept. SBS, 1001 East 103rd Street, Chicago 28, Ill.

B-6. REFLECTIVE INSULATION. Two consumer literature pieces — one envelope size — show how easily consumers can install their own Kimsul reflective insulation. They show how Kimsul's triple protection saves up to 45 per cent on fuel bills. Kimberly-Clark Corp., Dept. SBS, Neenah, Wis.

B-7. WINDOW CATALOG. Hope's line of products for light construction is pictured in a 1956 catalog. It covers basement sash, casings, doors, inside-outside trim, installation details, picture windows, ranch-type windows, redwood surrounds, residence casements, storm sash, and utility windows. Hope's Windows, Inc., Dept. SBS, Jamestown, N. Y.

For more information

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ATLANTA 8, GA.**

B-9. WESTERN PINE SOURCES, USES. The 1956 Directory of Membership of the Western Pine Assn. lists by states some 375 member mills with their species handled and major products. Two full-color consumer folders show attractive installations of pine paneling in homes. Western Pine Assn., Dept. SBS, Yeon Building, Portland, Ore.

B-10. INSULATING GLASS. Thermopane insulating glass catalog gives charts and other technical data on the insulating properties of this double and triple glass with hermetically sealed air space. It shows formulas for calculating fuel savings and savings in cooling loads, for both standard and heat-absorbing Thermopane. Separate pocket-size folder shows Thermopane sizes. Libbey-Owens-Ford Glass Co., Dept. SBS, Toledo 3, Ohio.

B-13. INCINERATORS. Donley incinerators for homes, apartments, institutions, commercial buildings, and industrial plants are shown in a new catalog. Complete technical data is given for each type. It covers fuel-fed, floor-fed, garden, and prefabricated steel models. Donley Brothers Co., Dept. SBS, 13932 Miles Avenue, Cleveland 5, Ohio.

B-14. TENSION SCREENS. New sales manual gives the dealer ammunition with which to sell screens. It outlines 22 reasons for using Tension-tite tension screens and shows photographs of a dealer making a sale, with his explanation to the customer. Rudiger-Lang Co., Dept. SBS, International Trade Mart, New Orleans 12, La.

B-15. LUMBER PACKAGING. "How to Protect Lumber with Waterproof Paper for Shipment and Storage!" is a booklet explaining methods and advantages of protecting lumber with paper for shipping, storage, and sales. It includes a section on packaging by the dealer, when lumber is received from a boxcar. American Siskraft Corp., Dept. SBS, Attleboro, Mass.

B-16. ALUMINUM WINDOWS. Colorful brochures describe features, specifications, details and suggested installations of Ware, Econ-O-Ware, and Econ-O-Wall awning windows; monumental awning windows; Ware-Tite jalousies; casements; projected windows. Ware Laboratories, Inc., Dept. SBS, P. O. Box 37, Riverside Station, Miami, Fla.

B-17. SELLING LUMBER SHORTS. "Selling Short Length Lumber" is a helpful reprint of an article by John Reno, utilization director for Pacific and prominent engineer. It describes and pictures ways other dealers are eliminating waste by selling dog houses, sand boxes, and similar products. Pacific Lumber Co., Dept. SBS, 35 East Wacker Drive, Chicago 1, Ill.

B-18. WALLBOARDS. Literature is offered describing Plastergon's complete lines of laminated fiber wallboards, along with

Lockaire Paintcrete interior and Asphaltic sheathing insulating boards. Free samples offered. Plastergon Wall Board Co., Dept. SBS, Station B, Buffalo 7, N. Y.

B-19. PANEL WINDOW UNIT. The Zuber Beuti-Vue panel window unit is described in a two-color folder. Sketches show how this ponderosa pine toxic-treated unit can be used singly, in groups, ribbons, and stacks. The folder also gives sales advantages of Dixon Weather-Lok double-hung units. Zuber Lumber Co., Dept. SBS, P. O. Box 964, Atlanta 1, Ga.

B-20. PLYWOOD PANELING. "Harbor Plywoods for Homes Give More Value . . . Inside, Outside" is a consumer brochure with photographs of installations of Harborite lapped siding, grooved panels, smooth panels, and Super Harbor select cabinet panels. A consumer folder shows installations of Harborwave brushed plywood for paneling and cabinets. Harbor Plywood Corp., Dept. SBS, Box 940, Aberdeen, Wash.

B-21. ALUMINUM WINDOWS. Alenco aluminum windows with either a fixed upper sash or double-hung sash are described in a brochure. Complete specifications and selling points are given. Photographs show attractive installations. Albritton Engineering Corp., Dept. SBS, 2501 Wroxtton Road, Houston 5, Tex.

B-22. SHOWER ENCLOSURES. Fourteen different Gulf Spray shower doors and enclosures are shown in a colorful catalog—for stalls, square tubs, conventional tubs, and built-up tubs. Also shown are patterns and carved designs available in glass. Binswanger and Co., Dept. SBS, 207 North Main Street, Houston, Tex.

B-23. PIPE INSTALLATION. "Tips for Installing Orangeburg Pipe and Fittings" gives information on problems encountered in various types of soils and lists six tips on trenching and backfilling. It shows how Orangeburg fiber pipe is easily sawed to fit. Orangeburg Manufacturing Co., Inc., Dept. SBS, Orangeburg, N. Y.

B-24. ASPHALT ROOFING MATERIALS. Four-page catalog insert gives complete specifications, descriptions of uses, and directions for using both cold and hot applications. It covers asphalt roofing and coating, plastic cement, primer, cements, and asphalt metal coatings. Lion Oil Co., Asphalt Sales, Dept. SBS, El Dorado, Arkansas.

B-26. CONCEALED SASH BALANCE. The Hidaift concealed sash balance for double-hung windows is fully described in a two-color brochure. Sketches show how the

home-owner can install his own with only three screws. Turner and Seymour Manufacturing Co., Dept. SBS, Torrington, Conn.

B-27. PLASTIC TILEBOARD. New color chart shows AFCC prefinished wall-panels in 11 decorator colors. Moulding catalog shows "chromodized" mouldings that will not rub off black. A and F Tileboard Co., Inc., Dept. SBS, P. O. Box 4085, Alexandria, La.

B-28. WINDOW SASH BALANCES. Full catalog, which appears in *Sweet's Architectural File*, shows Caldwell clock-spring, Helix spiral, and Spirex spiral sash balances for residential windows. Specifications and installation steps are included. Caldwell Manufacturing Co., Dept. SBS, 64 Commercial Street, Rochester 14, N. Y.

B-32. STAMPED METAL SHAPES. Booklet describes Campro's complete metal stamping service, showing all types of metal products produced. Processes include shearing, drawing, blanking, finishing, forming, and assembly. Carolina Metal Products Co., Dept. SBS, P. O. Box 3636, Charlotte, N. C.

B-33. MASONRY WALL REINFORCEMENT. Bulletin shows Dur-O-Wal masonry wall reinforcement with cavity, bonded, cased, or stacked course masonry wall, and wall with plaster. It includes joint reinforcement specifications. Dur-O-Wal Products of Alabama, Inc., Dept. SBS, P. O. Box 5446, Birmingham 7, Ala.

B-34. PLASTIC-FINISHED PANELS. Full-color catalog shows complete line of Marlite plastic-finished wall and ceiling panels. Shown are eight Woodpanel patterns, five marble panel patterns, and 11 Hi-Gloss colors. Marsh Wall Products, Inc., Dept. SBS, Dover, Ohio.

B-35. LOCKSETS, HARDWARE. "Matching Beauty" is a colorful brochure showing the Wealock 500 series of locksets, concave cabinet hardware, and matching exterior door tiers. Western Lock Manufacturing Co., Dept. SBS, 211 N. Madison Avenue, Los Angeles 4, Calif.

B-36. BUILT-UP ROOFS. A new 80-page manual gives all information for designing and erecting long-lasting, quality built-up roofs. It is produced especially for contractors, builders, architects, and engineers. Philip Carey Manufacturing Co., Dept. SBS, Cincinnati 15, Ohio.

B-37. EXTERIOR PLYWOOD. "Catalog of Douglas Fir Plywood Farm Plans" offers a selection of 33 plans for use of exterior plywood in farm buildings and equipment, made available by leading state agricultural schools, the Midwest Plan Service, and plywood manufacturers. Douglas Fir Plywood Assn., Dept. SBS, Tacoma 2, Wash.

B-38. SASH BALANCE, WEATHERSTRIP. Master-Matic combination sash balance and weatherstrip is described in a folder telling how this unit is designed especially for pre-fit window manufacturers. Another



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Circle the code numbers of the Helpful Booklets and New Products on which you want more information. Fill in your name, position, and firm. Tear out and mail today!

Please send me, without obligation, more information on helpful literature and new products in the May, 1956, issue of SOUTHERN BUILDING SUPPLIES as circled below.

E-1	D-1	D-2	D-3	D-4	D-5	C-1	C-2	C-3	C-4
B-2	B-3	B-4	B-5	B-6	B-7	B-9	B-10	B-13	B-14
B-15	B-16	B-17	B-18	B-19	B-20	B-21	B-22	B-23	B-24
B-26	B-27	B-28	B-32	B-33	B-34	B-35	B-36	B-37	B-38
B-39	B-41	B-43	B-44	B-45					
P232									
P233	P234	P235	P236	P237	P238	P239	P240	P241	P242
P243	P244	P245	P246	P247	P248	P249	P250	P251	P252
P253	P254	P255	P256	P257	P258	P259	P260	P261	P262
P263	P264	P265	P266	P267	P268	P269	P270	P271	P272
P273	P274	P275	P276	P277					

Name _____ Position _____

Company Name _____

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folder describes Master-Matic removable sash hardware for use with the one-piece sash balance and weatherstrip unit. Master Metal Strip Service, Inc., Dept. SBS, 1720 N. Kilbourn Avenue, Chicago 39, Ill.

B-39. METAL MOLDINGS. A 20-page illustrated catalog shows the many types of Premier aluminum and stainless steel moldings and trims. It gives their uses, application, and dimensions. A price list is included. Metal Trims, Inc., Dept. SBS, P. O. Box 1072, Youngstown, Ohio.

B-41. PAINT THINNER. Tandrotine — a pleasant-smelling, non-toxic paint thinner — is described in a two-color folder. It is said to be excellent for cleaning brushes, removing paint and grease, dissolving wax, and other household uses. Turpentine and Rosin Factors, Inc., Dept. SBS, 793 St. Julian St., Savannah, Ga.

B-43. FARM BOOK. Sixteen - page book shows uses of Celotex products in service buildings and the home. Fully illustrated, it includes detail drawings of application. For selective distribution to farm building or remodeling prospects. The Celotex Corp., Dept. SBS, 120 S. LaSalle St., Chicago 3, Ill.

B-44. LAMINATED PANELS. Novoply, an unusually stable, mosaic-textured all wood panel of many uses, and Plankweld, pre-finished hardwood plywood panels edge-grooved for easy wall installation, are described in two folders issued by United States Plywood Corp., Dept. SBS, 55 West 44th St., N. Y. 36, N. Y.

B-45. MORTAR CEMENT. "Facts and Tables for the User of Mortar Cement" is a booklet covering Penn-Dixie products and uses. Much helpful data for buyers of cement are offered, including ratios for mixing mortar, and estimating guides. Penn-Dixie Cement Corp., Dept. SBS, 60 East 42nd Street, New York 17, N. Y.

Says Prefabrication "No Longer on Trial"

Prefabrication has proved itself as the better, more reliable, and the least costly way to build American homes, George E. Price, vice-president, National Homes Corp., Lafayette, Ind., declared in accepting the presidency of the Prefabricated Home Manufacturers Institute at its 13th annual meeting in Chicago recently.

Price cited housing experts who predicted that in 10 or 15 years half the homes built in America would be prefabricated.

"When you look back over the past 15 years, that does not sound improbable," he said. "Prefabrication is no longer on trial. In the decade since World War II our industry has increased its production two-and-a-half times and it is more significant that this rate of growth is increasing every year. For example, while single family, non-farm housing starts increased 9 per cent in 1955, our production jumped by more than 20 per cent."

Price professed to see a parallel between the development of the automobile industry and the opportunities for the prefabricated house makers.

"There came a time in the automo-

bile industry," he said, "when the larger, hand-made automobiles could not defend themselves against the better methods as well as the more competitive prices of standard, mass-produced cars. For the same reasons, the widespread use of prefabrication in homebuilding is logical and inevitable. The time is rapidly approaching when conventional methods, not prefabrication, will have to be defended, not only from the viewpoint of price, but of quality."

Price pointed to another increasingly large group that backs its confidence in prefabrication with its money: "The banks, insurance companies, and other lending institutions today generally recognize that the unique values and safeguards of prefabricated homes make them a specially sound mortgage investment."

Price succeeded P. S. Knox Jr., of the Knox Corporation, Thomson, Ga., as the PHMI president.

Joseph B. Haverstick, president of the National Assn. of Home Builders, told the prefabricated home producers that he anticipated the starting of 1,200,000 housing units in the nation this year. "I am confident that prefabrication, both on-site and off-site, is going to play a progressively bigger role in the homebuilding industry. This is going to be one of the most competitive years the industry has experienced."

Something Different and Easy to Sell!

ARMSTRONG Glazing—Caulking—Sealing Compounds



"33" PLASTIC GLAZING COMPOUND

For Wood
or Metal Sash

"33" retains its life-giving oils, stays elastic and keeps the bond between glass and sash permanently intact. It is not like ordinary glazing materials—it never loses its "life," chip or crack, nor is the bond between sash and glass ever broken. "33" is highly efficient for patching nail holes and cracks before painting, setting plumbing fixtures, etc.



Rely-on CAULKING COMPOUND

Inexpensive
Home Protection

"Rely-on" is a sure and inexpensive way to eliminate drafts, dirt, insects, rust, rot, unsightly holes and cracks inside and outside. It adheres to practically any surface—wood, brick, glass, stone, tile, cement, masonry or plaster. Does not dry out or become rock-hard and will not crack, chip or crumble—stays permanently elastic. Packed in cartridges and in bulk.



KWIK-SEAL BATH TUB and TILE SEALER

Dries Fast with Smooth,
Satin-White Finish

Adheres to any surface: plaster, glass, tile, cement, wood, wallboard or metal. Compounded to withstand expansions and contractions, dries quickly and takes paint beautifully, as soon as dry. Does not discolor adjacent materials, or chip, crack, or crumble with time. No unpleasant odor, non-injurious to hands.

Ideal for sealing around bath tubs, lavatories or kitchen sinks—for filling cracks and nail holes—for pointing joints in various types of plastic or metal tile.



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PRODUCT PARADE

FORK-LIFT TRUCKS

The Clark Equipment Co., Dept. SBS, Battle Creek, Mich., has introduced the Clarklift line of fork-lift trucks, plus a new fork-lift designed specifically for lumber handling.

The 15,000-pound-capacity model

YL-150, shown here, has a full-load speed of 20 miles an hour. It features dual-wheel drive and pneumatic tires; design that puts 5-per-cent of the machine's weight on the front axle; 9" underclearance beneath the uprights; high-speed power steering.

The Clarklift line is the "elite" of Clark's fork-lift trucks. All



THIS IS YOUR
'SHOW WINDOW'

THE STREETS of your community reveal a good deal about you! They show whether—in the sale of building materials—you have stressed *price or worth* . . . whether you have sold along the lines of least resistance or had the foresight to "trade up" your customers to products of lasting *quality, beauty and function*.

Your reputation is based on quality. In the final analysis, so is your profit. Red cedar shingles and machine-grooved shakes—*being the genuine article*—assure both your reputation *and* your profit.

RED CEDAR SHINGLE BUREAU

5510 White Building, Seattle 1, Washington
550 Burrard Street, Vancouver 1, B. C.



models include a 12-volt electrical system, automatic transmission, emergency fuel tanks, foam rubber seats, and automobile-like controls.

Other new features are self-adjusting brakes, balanced swing-up hood, solid tire models, combination lift-tilt controls, radiator screens for dusty operations, and deep-tapered forks.

Write for P232. Use card page 84.

PAINTED CEDAR SHAKES

A painted sidewall cedar shake is announced by the Capitol Shake Co., Dept. SBS, Sacramento, Calif.

The shakes first are kiln-dried, then saturated thoroughly with a specially-compounded exterior paint. Next, a series of rotary brushes scrubs the paint into the wood and levels it for even color distribution.

The shakes then are conveyed through a 100' infra-red tunnel containing radiant glass tubes that dry the painted shakes. This drying process accelerates penetration and controls the "set" for uniform color. Refrigeration then controls any tendency to warp or cup.

Write for P233. Use card page 84.

SLIDING DOOR HARDWARE



The Acme DuaLine sliding door hardware has inter-changeable hangers to fit both $\frac{3}{4}$ " and $1\frac{1}{4}$ " doors. It is made by the Acme Appliance Manufacturing Co., Dept. SBS, 35

South Raymond Avenue, Pasadena, Calif.

Doors may be lifted in or out of the track for easy installation. Nylon wheels, permanently lubricated, provide smooth, quiet operation.

Adjustable side mount hangers are made of zinc "lusteron" steel. Extra hangers and floor guides are available for three- or four-door installations.

Write for P234. Use card page 84.

GALVANIZED SHEETS

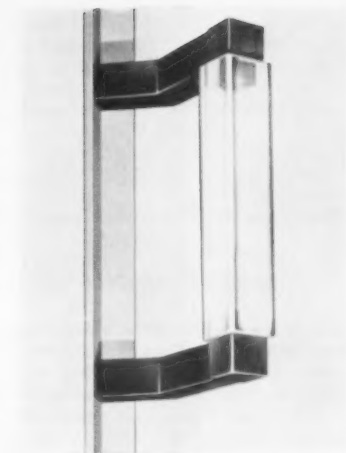
The Jones and Laughlin Steel Corp., Dept. SBS, 3 Gateway Center, Pittsburgh 30, Pa., announces a continuous hot-dip galvanizing line.

Such galvanized sheet is used extensively for downspouts, flashing, moldings, metal window casings, rolling door panels, roofing, and roof drainage parts. Galvanized coils also are being produced.

Write for P235. Use card page 84.

SLIDING GLASS DOORS

The 1956 models of Horizon sliding glass doors have two new features—massive, modern plastic doorpulls,



shown here, and an optional all-aluminum adjustable frame. The doors are made by the Horizon Door Co., Inc., Dept. SBS, Flower and Paula Streets, Glendale 1, Calif.

The aluminum frame, consisting of jambs and header, has an integral nail-on fin trim and plaster stop on the inside. On the outside is another adjustable fin trim and an adjustable sliding stop.

The plastic handle is opalescent with black brackets.

Write for P236. Use card page 84.

"FLOATING" ATTIC FAN

A "free floating" attic fan is announced by McLean Engineering Laboratories, Dept. SBS, Box 228, Princeton, N. J.

The fan's main shaft ball bearings and motor are isolated with rubber and mounted on a flexible steel frame, instead of the conventional rigid type. The entire assembly then is rubber-shock-mount isolated from the venturi orifice panel, producing a "free floating" assembly rotating within the orifice.

Guaranteed for five years, the fan is made in sizes 20" through 42" with automatic aluminum wall shutters.

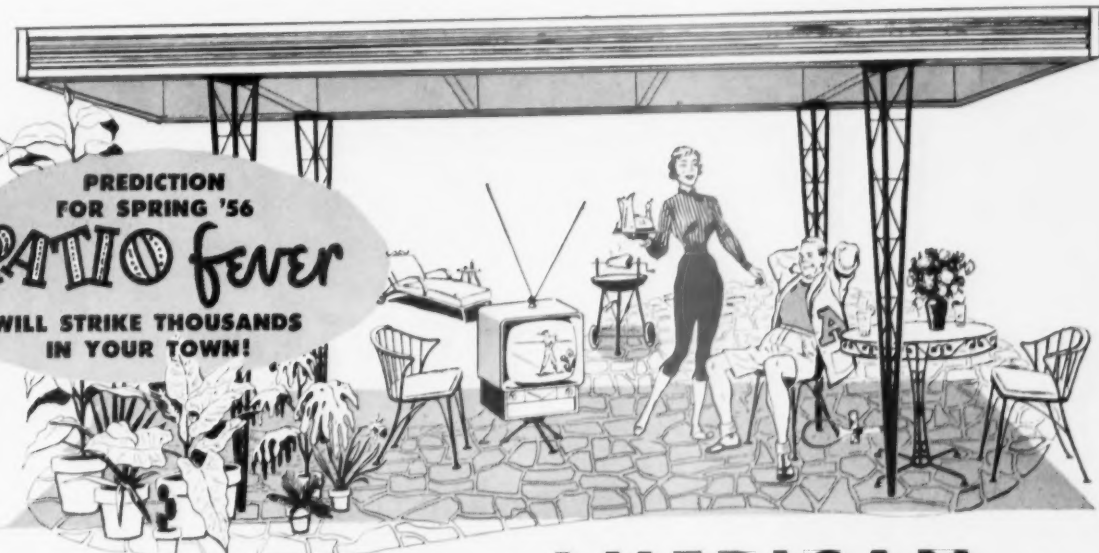
Write for P237. Use card page 84.

INTERIOR WOOD PANELS

The Pack River Tree Farm Products, Dept. SBS, P. O. Box 64, Spokane, Wash., has entered the interior building panel field with a decorative board called Tenex.

Made in 4' x 8' and 4' x 16' sheets, 1/4" thick, Tenex differs in physical characteristics from either particle or hardboards. It contains neither ground nor defibrated wood. Thin wood wafers are bonded under heat

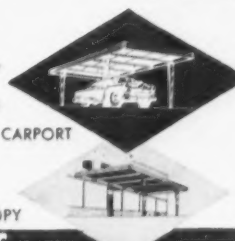
**PREDICTION
FOR SPRING '56
PATIO fever
WILL STRIKE THOUSANDS
IN YOUR TOWN!**



cash in on this BUYING epidemic with **AMERICAN** markee

Americans move "outdoors" with the first spring days. Each year more millions are being spent on outdoor furnishings, grills, flagstone and accessories... now American Markee offers the ideal structure to complete your "Outdoor patio".

Made of lifetime aluminum, with heavy duty steel pilasters—American Markee is designed to blend perfectly with contemporary American architecture. Shipped K.D. . . . easily assembled. Livewire dealers wanted by a very "live" company.



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and pressure with chemical resins. Tenex is handled and worked with tools like wood. Do-It-Yourself enthusiasts are said to be good customers for this product because of its easy workability and surface that takes a fine finish.

Write for P238. Use card page 84.

FLOOR CLIPS



The Speedway floor clips save time and effort in anchoring wooden floors to concrete. The clips are made by the Speedway Manufacturing Co., Dept. SBS, P. O. Box 261, Richmond, Ind.

Floors made of waterproof paper strips prevent the floor clips from

sinking in the concrete when placed and eliminate digging or chiseling to find them. The same clip is used for all jobs — only the float is changed, the width being determined by the width of the sleeper to be used.

The clips are made of 16-gauge galvanized steel.

Write for P239. Use card page 84.

PLASTIC PANELS

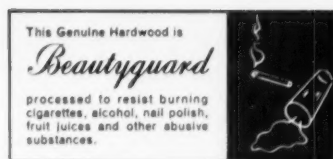
Shen-o-lite plastic panels are made in 15 standard colors by Shenango Crafts, Inc., Dept. SBS, 1954 Carbaugh Street, West Middlesex, Pa. This firm has boosted its production to turn out enough panels in 24 hours to cover an acre of ground.

Shen-o-lite is made in panels that are plain, krinkled on both sides, or krinkled on one side. They are either translucent or opaque. Sizes range up to 47" in width and 12' in length.

Write for P240. Use card page 84.

PROTECTED HARDWOOD

The Fine Hardwoods Assn., Dept. SBS, 666 Lake Shore Drive, Chicago 11, Ill., announces a special "Beautyguard" seal to be used on genuine



hardwood surface processed to resist abuse.

This hardwood has been processed to resist burning cigarettes, alcohol, nail polish, fruit juices, and similar abusive household substances.

The Beautyguard seals come in rolls from the association to help customers identify this superior hardwood.

Write for P241. Use card page 84.

LADDER HOIST

A ladder-type hoist is announced by the Bloomfield Tool and Gauge Co., Dept. SBS, 2172 South Telegraph Road, Pontiac, Mich.

The unit weighs about 110 pounds in the 16' length. Standard ladder lengths are available up to 24'. By means of a special cradle, the motor is hung on an aluminum ladder. A chain drive is connected to the motor with a belt that acts as the clutch through the application of

SELL Trinity White

P O R T L A N D C E M E N T

the whitest white cement



Trinity White is a true portland cement and has unexcelled beauty—the beauty of the whitest white . . . plus the best possible results when color pigments are added. Sell it wherever you want greater masonry beauty or higher light reflection as for example: architectural concrete units; terrazzo; stucco; light-reflecting floors and walls. For descriptive literature and dealer information, write Trinity White Cement, 111 W. Monroe St., Chicago.

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foot pressure to the bottom bar of the motor cradle.

The hoist lifts and stacks bundles of roofing, shingles, and similar materials. With an adapter it lifts concrete block, brick and mortar buckets.

Write for P242. Use card page 84.

GLASS-FIBERED PLASTER

Individual filaments of textile glass fibers replace the sisal and hemp of conventional gypsum plaster in Bestwall plaster, recently introduced by the Certain-teed Products Corp., Dept. SBS, 120 East Lancaster Avenue, Ardmore, Pa.

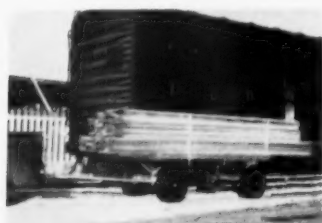
Plasterers say that results of using the glass-fibered plaster are: a better base for application of the finished coat; better "keying" on metal and perforated lath; no "balling" of fibers; smoother plaster application and fewer clean-up problems.

Write for P243. Use card page 84.

LUMBER TRAILER

The Wheel-It is a four-wheel trailer-type unit for transporting lumber and other materials around yards and plants. It is made by Hawkeye Industries, Dept. SBS, 820 Vivian Street, Longmont, Col.

The model 24 is capable of supporting 6,000 pounds, yet weighs



only 700 pounds. It has Timken tapered-roller wheel bearings. The front angle tilts slightly. A telescoping tongue accommodates loads up to 24' and will fit a standard one-bar trailer hitch.

The Wheel-It is 12' long, 49" wide, and 37" high. Electric brakes are optional.

Write for P244. Use card page 84.

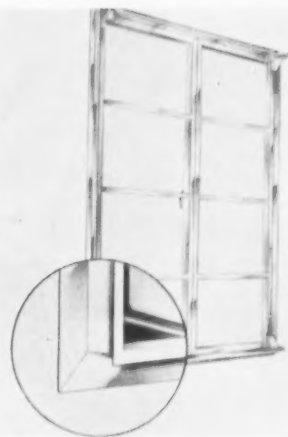
CONCRETE FLOOR PAINT

Luminall Concrete floor paint is said to be the world's fastest-drying coating for concrete floors. You can't trap yourself in the corner with it, according to the Luminall Paints Division, National Chemical and Manufacturing Co., Dept. SBS, 3617 South May Street, Chicago 9, Ill.

Completely alkali-resistant, the paint requires no pre-painting acid wash of the surface. Concrete surfaces are prepared simply by washing with a detergent, rinsing with clear water, and allowing it to dry.

The paint comes ready to use in a variety of colors.

Write for P245. Use card page 84.



ALUMINUM CASEMENT

The Ceco Steel Products Corp., Dept. SBS, 5601 West 26th Street, Chicago 50, Ill., has introduced an aluminum residence casement window with an integral fin trim.

Installation costs are reduced because there are no fins or outside trim to attach and because rough openings are easier to figure.

In frame construction, siding material can be applied up to the trim. In veneer and masonry construction, the trim can be used as a convenient masonry guide.

Write for P246. Use card page 84.

SCREEN HOUSE

The Durall Products Co., Dept. SBS, York, Pa., announces four new mod-

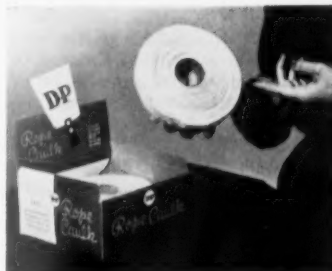
els of its Bermuda all-screen house, plus a variety of accessories.

Durall has applied its own tension-screen principle to extruded aluminum framework to achieve a structure that is secure. Roof sections are made of canvas.

Two of the five models are designed to be attached to a house, as an inexpensive way to achieve a screen porch. All models are erected with only a screwdriver.

Write for P247. Use card page 84.

ROPE CALK



D-P rope calk is said to be so easy to apply that an entire window can be weatherstripped or calked in minutes. It is made by the Dicks-Pontius Co., Dept. SBS, 5300 Huberville Avenue, Dayton 3, Ohio.

The calk is packaged in protective-covered 18' and 90' rolls, which come in attractive counter-type display cartons.

Aimed at both the Do-It-Yourself market and professional craftsmen, D-P rope calk is also used to seal around screens, storm sash, doors, transoms, baseboards, tubs, sinks, and as a gasket for plumbing fixtures. It can be re-used several times.

Write for P248. Use card page 84.

FAST WATERPROOFING

An improved waterproofing material said to set in five minutes or less and to bond perfectly to concrete or other masonry is announced by the Maintenance Engineering Co., Dept. SBS, 16 West Johnson Street, Philadelphia 44, Pa.

Called Meco Sealite, it is quickly and inexpensively applied to permanently seal masonry walls against hydrostatic pressure.

Below grade, the application seals cracks with the quick-setting mortar produced or by plaster-coating walls that can be made free of hydrostatic pressure at the time of application. Above grade, application is usually made by brush, except where holes or mortar joints need filling.

Write for P249. Use card page 84.

PRODUCT BRIEFS

ALUMINUM "GRASS STOP."

Lawns, gardens, or tree edges can be kept permanently free of spreading grass by inserting rust-proof aluminum grass stop. Available in 40' rolls, this corrugated lining keeps edges of grass permanently neat, eliminating trimming. It is inserted in the ground flush with the surface. Write Nichols Wire and Aluminum Co., Dept. SBS, 1725 Rockingham Road, Davenport, Iowa.

Or circle P250. Use card page 84.

STRAPPING SEALERS. Brainard's model 7SC 114 is a single-crimp safety sealer with locking device that forces the operator to complete the sealing stroke before the tool can be removed. It is recommended for heavy-duty applications. Write Brainard Steel Division, Dept. SBS, Griswold Street, Warren, Ohio.

Or circle P251. Use card page 84.

ALL-PURPOSE WEATHERSTRIP. Shuford's all-purpose weatherstripping for windows, doors and screen doors is made of vinyl and will not crack or peel. It comes in white or brown and can be painted to match woodwork. A door-size package, containing 18', is available with aluminum tacks for installation. Write Shuford Mills, Inc., Dept. SBS, Hickory, N. C.

Or circle P252. Use card page 84.

CORNER BEAD. The Richbead all-metal drywall corner bead eliminates factory edges at corners and permits using any dimensional piece, saving time, labor, and material. It comes in 8' lengths, 25 pieces to a box. Write Richkraft Co., Dept. SBS, 510 North Dearborn Street, Chicago, Ill.

Or circle P253. Use card page 84.

ROD, SHELF SUPPORT. A combination clothes hanger rod that also supports a closet shelf comes in lengths of 10' and 16'. It is drilled and sawed to fit like lumber. An extruded aluminum edge on the shelf board makes it rigid, eliminating need of center supports. Write Ideal Brass Works, Inc., Dept. SBS, 250 East Fifth Street, St. Paul 1, Minn.

Or circle P254. Use card page 84.

RECESSED-TUB ENCLOSURE. The Stanley tub enclosure fits any recessed tub that extends from wall to wall. The sloped-sill section never needs cleaning as there are no tracks to collect soap or dirt. Nylon rollers assure quiet, easy operation. Write Stanley Building Specialties Co., Dept. SBS, 1890 N.E. 146th Street, North Miami, Fla.

Or circle P255. Use card page 84.

DIAL-CALIBRATED LEVEL. The "Devil Level" is calibrated in degrees to measure degrees off level or plumb. It measures verticals, horizontals, all

angles, slopes, and pitches. Enclosed in clear plastic, it can be mounted for more extensive use. Write Pickett Products, Inc., Dept. SBS, 1111 South Fremont Avenue, Alhambra, Calif.

Or circle P256. Use card page 84.

ALUMINUM LADDER. Made of heat-treated structural aluminum alloy, the Home Master step ladder comes in sizes from 2' to 6'. Larger sizes have a pail shelf. They feature ridged steps, steel spreaders, and reinforced diagonal braces. Write Louisville Ladder Co., Dept. SBS, 1101 West Oak Street, Louisville 10, Ky.

Or circle P257. Use card page 84.

ESCUTCHEON PLATE. A large circular, slightly-concave escutcheon is now available for use with the E-Z-Set front door lockset. The edge is gracefully rimmed. Especially suited to modern architecture. Write National Hardware Corp., Dept. SBS, Ozone Park, N. Y.

Or circle P258. Use card page 84.

WALL, FLOOR TILE. Robbins lifetime Ceramtile is a vinyl or rubber tile, yet has the appearance of ceramic tile. It is cut in various shapes and comes in sheets like ceramic tile, for easy application to walls and floors. Colors never wear off — simple mopping and buffing keep them looking like new. Write Robbins Floor Products, Inc., Dept. SBS, Tuscumbia, Ala.

Or circle P259. Use card page 84.

VENTS CLOTHES DRYER. A complete clothes-dryer ventilator kit is now available for use with both gas or electric dryers, to carry lint and humidity outside. Each kit includes — in either 3" or 4" diameter components — an aluminum dryer-vent with flanged plant, 8' length of flexible duct, and two clamps, one for each end of the installation. Write Leigh Building Products Division, Air Control Products, Inc., Dept. SBS, Coopersville, Mich.

Or circle P260. Use card page 84.

BUILT-IN RANGES. The Modern Maid built-in gas ranges are available either in stainless steel or a rich combination of non-tarnishing antique copper porcelain accented with wrought-iron black. A choice of three different ovens is offered, with two- or four-burner surface units and optional griddle. Write Tennessee Stove Works, Dept. SBS, Chattanooga 1, Tenn.

Or circle P261. Use card page 84.

TILTING ARBOR SAW. A universal tilting arbor saw for mitering, trimming, dadoing, gaining, and allied jobs has been added to the "Lightening" line of heavy-duty wood-working equipment. This model

511-B saw can be angled from 0 to 45 degrees. It is powered by a 5-HP fan-cooled motor. Write Fay and Egan Co., Dept. SBS, 2011 Eastern Avenue, Cincinnati 2, Ohio.

Or circle P262. Or circle page 84.

FOR DRY-WALL SANDING. Fabricut is a mesh-type material of silicon carbide mineral grains resin-bonded to a synthetic cloth backing. Usually used for dry-wall sanding in grits of 100 or 120, Fabricut feathers tape-and-plaster seams smoothly and evenly. Write Minnesota Mining and Manufacturing Co., Dept. SBS, 900 Fauquier Street, St. Paul 6, Minn.

Or circle P263. Use card page 84.

WINDOW OPERATOR. A new lever operator is now made exclusively for Bilt-Well awning window units. It is a scissors-type linkage, operated by a 5" lever arm that moves from open to fully closed. A simple arrangement allows the scissor arms to be instantly detached by hand for easiest possible operation. Write Carr, Adams and Collier Co., Dept. SBS, Dubuque, Iowa.

Or circle P264. Use card page 84.

SLIDING DOOR HARDWARE. Yale and Towne has introduced two series of sliding door hardware. The Cost-saver group is for doors of 75 pounds maximum weight, and Deluxe for doors of 100 pounds maximum weight. All sets consist of a track, hangers, floor guide, and pulls. Nylon wheels are lubricated with bronze, oil-impregnated bearings. Write Yale and Towne Manufacturing Co., Dept. SBS, Chrysler Building, New York 17, N. Y.

Or circle P265. Use card page 84.

POLYVINYL ADHESIVE. Roltite white glue, a fast-setting, non-flammable polyvinyl acetate adhesive, requires no mixing or heating. It reaches an initial set in about 30 minutes and reaches maximum strength in from 24 to 72 hours. Glued joints can be worked as soon as the initial set is obtained. Write Midcontinent Adhesive Co., Dept. SBS, Grove City, Ohio.

Or circle P266. Use card page 84.

GARDEN ACCESSORIES. Alum-O-Trel aluminum garden trellises and climbers and Alum-O-Fence aluminum garden and lawn fencing units eliminate periodic painting of these garden accessories. The line includes five trellises, two climbers, and a fence unit 24" long, 18" high, that stands 12" above ground. Write Alum-O-Garden Industries, 2354 Clybourn Avenue, Chicago 14, Ill.

Or circle P267. Use card page 84.

TRAVERSE SAW. A traverse saw, the Jet 110, has been developed for on-the-job cutting of stone, marble, brick, terrazzo, slate, granite, asbestos products, structural glass, and concrete products. With its 14" wheel diameter, the Jet 110 cuts wet or dry to a 5" maximum depth on surfaces up to 9' in length. Write

Stone Machinery Co., Dept. SBS, Manlius, N. Y.

Or circle P268. Use card page 84.

SHOWER CONTROL. Protection against sudden temperature changes in showers is provided by the Powers Type H Hydroguard shower head. The thermostatic mixer used by the Hydroguard safeguards against both pressure and temperature changes in water lines. Easy to install. Write for descriptive bulletin from the Powers Regulator Co., Dept. SBS, 3400 Oakton Street, Skokie, Ill.

Or circle P269. Use card page 84.

LIGHTWEIGHT CONCRETE. Elastizell is a liquid foaming agent used to produce a lightweight concrete that is strong, insulating, highly moisture-resistant, and adaptable to many uses. In residential construction, a concrete floor slab made with Elastizell will "take" any kind of floor covering. It enables positive control of densities over a wide range. Write Elastizell Corp. of America, Dept. SBS, 15555 West McNichols Road, Detroit 35, Mich.

Or circle P270. Use card page 84.

HIGH-SPEED SAW. The model 192 Mall electric saw is designed for abrasive wheels. It is ideal for all-day cutting of steel, stone, terrazzo, non-ferrous metals, concrete, and compositions. Motor air exhaust is

directed away from cutting line. Write Mall Tool Co., Dept. SBS, 7725 South Chicago Avenue, Chicago 19, Ill.

Or circle P271. Use card page 84.

FLAME BURNERS. The Universal line of flame burners is used for any heating job where an open flame can be used, such as heating concrete, tar, water, cracking rocks or concrete. They burn kerosene, range oil, or light distillate. The No. 90 is a four-gallon unit; the 91, a 1½-gallon capacity model. Write Universal Metal Products Co., Dept. SBS, Saranac, Mich.

Or circle P272. Use card page 84.

BUILT-IN WALL SAFE. The Safe-T security box comes in three sizes—8" high by 15¼" wide by 8" deep, 10" deep, or 12" deep. These safes are set in forms when a concrete foundation is poured. In existing buildings, a block can be chipped out to accommodate the box. Write Safe-T Products Co., Dept. SBS, 5015 Penn Avenue South, Minneapolis 19, Minn.

Or circle P273. Use card page 84.

PNEUMATIC STRETCHER. The PNK is a pneumatic stretcher designed for use on round or irregular packages where the strapping surface is limited. The degree of tension is controlled by air-pressure, reducing operator fatigue. It takes ¾"

and ¾" strapping. Write Brainard Steel Division, Sharon Steel Corp., Dept. SBS, Griswold Street, Warren, Ohio.

Or circle P274. Use card page 84.

CUT-OFF GAUGE. The Snow cut-off gauge has been improved and the price lowered. Model 6 is extra sturdy for heavy-duty cutting. It measures quickly and accurately and stops are available for multiple cutting, metal cutting, and for cutting picture molding. It is made for tables from 8" to 18" wide. Write Snow Manufacturing Co., Dept. SBS, P. O. Box 368, Alhambra, Calif.

Or circle P275. Use card page 84.

VERSATILE SPRAY GUN. The P-GGA DeVilbiss spray gun can be used where a limited amount of compressed air is available. A flick of the knob converts it from a suction-feed to a pressure-feed gun. It sprays all commonly used materials. Write DeVilbiss Co., Dept. SBS, 300 Phillips Avenue, Toledo 1, Ohio.

Or circle P276. Use card page 84.

SCREW-DRIVER SET. The Swivel Top six-piece set of screw drivers has easy - to - grip Tenite plastic handles in transparent amber and red. The set comes in a handy rack for attachment to the wall. Write Amalite, Inc., Dept. SBS, 1884 Pitkin Avenue, Brooklyn, N. Y.

Or circle P277. Use card page 84.

Money-maker for dealers and jobbers! Sales feature for home-builders!



THE HANDSOME DOOR with

VISADOR prefabricated lights and louvers*

1. **JOBBERS:** blank, flush doors become faster sellers when Visador prefabricated lights and louvers are added for appearance and beauty. Write today for information and prices on these units and complete installation kit.
2. **DEALERS:** contact your jobber and insist on doors glazed with Visador, the BETTER lights and louvers — (or ask for your cost on units for your own installation). Write us for list of Visador jobbers in your trade territory.
3. **WHY VISADOR:** because it offers hundreds of attractive designs featuring excellent styling, superior craftsmanship, and is backed by national advertising and sales promotion campaigns. Mats and other sales help available to our jobbers.

*Sold only through building material jobbers and door manufacturers.

Write for colorful V-7B catalog showing these and many other Visador light designs which can be installed in flush doors in a matter of minutes.



the VISADOR Co.

P. O. Box 10312 • Dallas, Texas

DEALER NEWS

NORTH CAROLINA

TARBORO: The Westwood Lumber Co. held a "grand opening" of its new Tarboro store recently. This is a branch of the Westwood Lumber Co. in Rocky Mount, of which L. E. Shuff is president.

HIGH POINT: Construction of a new Snow Lumber Co. millwork plant is underway. It will be one

of the largest in the South and will be completed by August. P. Hunter Dalton, secretary-treasurer, said. All of the firm's operations will be moved to this central location at that time from the old site, which was sold for new street purposes.

DURHAM: The Smoake Lumber Co. has opened a concrete division, to supply ready-mixed concrete in this vicinity. The firm assumed man-

agement of the former Hardee Concrete Co.

CHARTERS OF INCORPORATION: Norlina Building Supply Corp., Norlina; Grove Supply Co., China Grove.

KENTUCKY

LOUISVILLE: W. H. Honaker Jr. has been named executive vice-president and director of the Louisville Builders Supply Co. and its subsidiaries. Previously he was general sales manager of the window division of the Reynolds Metals Co., Louisville.

KANSAS

DeSOTO: Paul R. Dorsey is new manager of the DeSoto Lumber Co., replacing Arch Meinke, who retired to farm. Dorsey was assistant manager of the Hodges Brothers yard in Olathe before.

WICHITA: Ted C. Baird has been made plant manager for the Long-Bell Lumber Co. and transferred to Wichita. Previously he had been retail manager in McAlester, Okla.

TOPEKA: Cecil Craft, general credit manager of the Whelan Lumber Co. since 1942, has been elected president of the Credit Bureau of Topeka.

ALDEN: Glenn Taylor, who operated the Taylor Lumber Co., has had the merchandise and plant auctioned off. The former manager, William McGrew, has been transferred to the Lyons store. The real estate of the yard was sold to Clint Proffitt and Orville Salter, who plan to open the Alden Farm Supply. The new firm will stock some lumber and hardware.

GEORGIA

ATLANTA: B. W. Fleming, head of the DeJarnette Supply Co., has been elected president of the Atlanta Builders Exchange for 1956-57. This organization provides a central pool of plans for projected new buildings, a bulletin service, and other aids for suppliers and builders.

CORNELIA: The Builders Lumber and Supply Co. is now in full production of steam-cured concrete block. The plant can manufacture a wide variety of blocks for residential and commercial purposes.

OKLAHOMA

MADILL: Joe C. Williamson has retired as manager of the Chickasaw Lumber Co. after nearly 40 years in the lumber business. He will con-

Recommend Marlite

...to put a "new look" in new construction!



MARLITE PLANK AND BLOCK PATENT APPLIED FOR

**Make the most of
MARLITE—the
profitable paneling
for every interior**

Marlite plastic-finished paneling offers you a real opportunity for profitable sales volume. New home builders want a modern, economical material that adds interior beauty and utility with minimum installation . . . minimum maintenance. And Marlite Planks, Blocks, and large Panels go up fast, clean with a damp cloth, provide that extra touch of luxury that keeps new homes new looking longer. Suitable for any room in the home (new or remodeled), nationally-advertised Marlite can be your year 'round business builder.

Marlite Division of Masonite Corp.
Dept. 597, Dover, Ohio



Marlite® plastic-finished wall paneling

MARLITE DIVISION OF MASONITE® CORPORATION

tinue to do some bookwork and supervise the office. He was replaced as manager by Troy LeFever, who transferred from Ada.

VINITA: Wesley Kinnaman is new manager of the H. C. Miller Lumber Co. He has spent 12 years in the lumber business in Holdenville.

BLACKWELL: The Bynum Lumber Yard was damaged recently by a fire that started by burning grass. A stiff wind spread the fire to the lumber yard and paint and varnish fed the blaze. The main building and two delivery trucks were destroyed.

CLINTON: C. L. Stanfill Jr. has resigned as manager of the Long-Bell Lumber Co. branch here to assume management of an Austin, Minn., yard. Ed Jennings replaced him at the Clinton yard. Jennings was succeeded as manager of the Fairview yard by Dallas Howerton.

WEST VIRGINIA

HUNTINGTON: The Huntington Lumber Co. is expanding its mill facilities and gearing its office staff to handle FHA Title I home repair loans. These two services are designed to aid both contractors and a growing Do-It-Yourself clientele.

CHARTER OF INCORPORATION: Hammett Builders, Inc., Belmont.

SOUTH CAROLINA

JOHNSTON: The Smith Lumber Co., Johnston's oldest lumber firm, was completely destroyed by fire recently. The blaze was said to have originated in the engine room. The loss was estimated at \$100,000, with partial insurance coverage.

GREENVILLE: Stockholders have approved the merger of the Greenville Builders Supply Co. and the Walter Co., Inc., a piping firm. H. C. Helgeson is president of the surviving concern, the Greenville Builders Supply.

LOUISIANA

SULPHUR: O. A. McLemore is the new manager of the Pelican State Lumber Co. He succeeded H. D. Allison, who accepted a position with William Cameron in Temple, Tex.

NATCHITOCHES: The Almonds Lumber and Supply Co. held a grand opening March 24. It is a sister store to the Minden Building and Materials Co., of Minden, and shares its general manager, C. A. Robbins. Huey Rachel is local manager of the Almonds firm.

CHARTERS OF INCORPORA-

TION: City Lumber and Supply Co., Baton Rouge; Madden Lumber Yard, Lake Providence; Capital City Lumber Yard, Baton Rouge.

TEXAS

VAN ALSTYNE: The Fielder Lumber and Supply Co., which has occupied the same buildings as the Taylor Grain Co., will move to a new location, following the purchase of the grain company by two men who intend to increase operations.

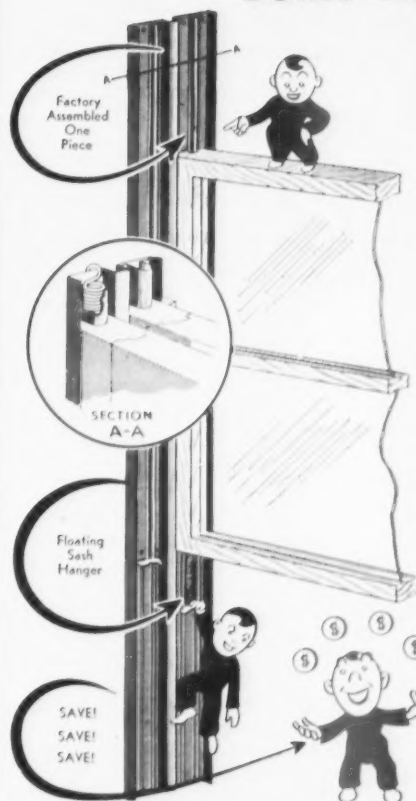
SAN ANTONIO: The Loop Builders Materials Co. has expanded its

facilities and services and increased merchandise stocks. The parking area is now surfaced. A 25-foot extension is providing for more office and display space in the main building. The firm is catering to the Do-It-Yourself enthusiast.

WACO: The A A A Lumber Co. has added new sheds for increased storage of lumber and roofing. An outside salesman will be added, according to Gerald Mann, to help take care of the company's increased business.

CORPUS CHRISTI: Troy Selby and Tom Lankford have brought the stock owned by D. E. Ewing in

SOUTHERN'S DROP-IN SASH UNIT CUT LABOR COST IN HALF — USE THE COMPLETE ONE PIECE BALANCE WITH BUILT-IN WEATHERSTRIP



JAMB BALANCE No. 600

Completely Factory Assembled

PROVIDES:

- ★ EASY TO INSTALL
- ★ FLOATING SASH HANGER — No Nailing
- ★ NOISELESS — Springs Flocked for Sound Proofing
- ★ BALANCED SASH — Normal Installation Requires No Additional Adjustment
- ★ NO MAINTENANCE — Corrosion Resistant Aluminum
- ★ SILENT, EASY WINDOW OPERATION

Important Flange Features

- ★ MAXIMUM WEATHER PROTECTION
- ★ SASH CANNOT BIND OR STICK
- ★ SELF ADJUSTING
- ★ INSURES EASY LOCKING
- ★ FITS STANDARD SASH
- ★ ATTRACTIVE NEAT APPEARANCE

JAMB BALANCE NO. 600 gives full jamb coverage and is mitered on 14 degree sill pitch. The flexible base provides a continuous air seal that adjusts itself to conform to sash contraction and expansion. Cushion flanges provide tension adjustment.

SOUTHERN METAL PRODUCTS CORPORATION

921 BAYNER • PHONES BR 5-9147 & BR 5-1898 • MEMPHIS, TENNESSEE

the Selby-Lankford and Ewing Lumber Co. . . . J. E. Parr is new manager of the Temple Lumber Co. He was transferred from Lufkin to replace Cap Watson, now in Pineland.

ALICE: The Frank Sims Lumber Co. of San Antonio has bought the McCord Lumber Co. here. The name has been changed to the Sims Lumber Co. Paul Reader is the new manager.

ODESSA: The T and E Builders Supply has moved into a modern new building. Howard Eudy is owner and manager. . . . The Ashford Lumber Co. has completed the addition of a 12' x 36' display room. Roger Ashford is owner and Cecil Butler is manager. . . . Kennedy's has enlarged its building supply store to contain 27,000 square feet of floor space. T. L. Kennedy is owner and general manager.

KILLEEN: Earl V. Ayres reports that Billy Dee Parker is now "second man" at the Killeen Lumber Co.

ATHENS: The Hawne Lumber Co. has a new display room and office.

MISSOURI

NEVADA: L. A. (Lennie) Darrow has bought the McKay Lumber Co. He has been engaged in construction work and cabinet making in Nevada for many years and has combined the cabinet operations with the yard's millwork plant. Chandos McKay and his father have not announced future plans.

TENNESSEE

MURFREESBORO: The Martindale Brothers, contractors, have bought the Bell Brothers and Co. lumber firm. Dick Martindale said the company would keep its old name but new lines and increased stocks of merchandise would be added.

MISSISSIPPI

OCEAN SPRINGS: The Ocean Springs Lumber Co. has moved into its new building on Bowen Avenue. Constructed of cream-colored Arkansas tile, the building has a large showroom and office. It connects with the lumber sheds.

ALABAMA

BIRMINGHAM: The Vulcan Lumber Co. in Ensley has been changed to the Ensley branch of the Wood Lumber Co. Wood Cooper is manager of the outlet, which carries a complete line of building materials.



MARYLAND YARD USES CUT-OUT BILLBOARD

Travelers on Route 13 in and out of Salisbury, Md., can't help but notice this attractive cut-out sign of E. S. Adkins and Co., largest lumber company on the Delmarva peninsula. The 15' x 50' sign was installed and is maintained by the General Outdoor Advertising Co. It has no side and top framing, allowing the artwork and copy to be completely dominant.

MARYLAND

ANNAPOLIS: The J. F. Johnson Lumber Co. recently entertained 115 contractors and builders at Paul's Restaurant. The retail firm was assisted by the wholesale outlet, Dealers Warehouse, and the manufacturers of insulation and Nu-wood products, the Wood Conversion Co. A motion picture on tree farming was shown.

SALISBURY: The Sam Street Lumber Co. is a new building material outlet here, founded by Samuel F. Street. He moved here from Princess Anne, where he was manager of building materials of the Cohn and Bock Co.

VIRGINIA

PORTSMOUTH: The Portsmouth Lumber Corp., recently celebrated half a century of business. The firm was founded March 27, 1906.

FLORIDA

VENICE: The Walker and Halliwell Lumber Co. warehouse south of Venice was destroyed by fire recently. The same fire burned 70 acres of adjacent woodland.

ST. PETERSBURG: The Pinellas Lumber Co. has won a top award in the annual contest for dealers sponsored by the Brand Name Foundation. The Pinellas firm's entry was in the form of a 54-page book covering "The Impact

of Brand Names on Florida's Sun-coast." Advertising Manager Charles B. Dove compiled the book.

ARKANSAS

CARLISLE: W. H. Glover Jr. has announced plans to operate the Carlisle Lumber Co. in the building formerly occupied by his father's firm. Glover is from Lonoke.

WARREN: J. V. Ferrell of For-dyce and Marvin Ferrell of Vick have bought the Edwin Hankins Builders Supply Co. here. The business will be operated as the Ferrell Brothers Builders Supply.

BENTONVILLE: New manager of the Bentonville branch of the Dyke Lumber Co. is Bill Eden. He succeeded Harold Turner who was transferred to Rogers.

RUSSELLVILLE: Earl Woker has bought the Russellville Lumber Co. from Leon Satterfield. Formerly he was a traveling salesman for a creamery.

OBITUARIES

DAVID B. THRIFT, 38, Vice-president and manager, Thrift Lumber Co., San Antonio, Tex.

GEORGE LEWIS CURTIS, 77, Chairman of the board, Curtis Companies, Inc., Clinton, Iowa.

MANUFACTURER NEWS

DAYTON, OHIO: The **Tait Manufacturing Co.** has announced formation of a new division to develop and market its new line of Commander water appliances. The Commander line includes water systems, cellar drainers, and water softeners.

VARNVILLE, S. C.: Albert H. Coney and Carlton G. Davies have bought the **Hamptonite Door Manufacturing Co.** Operated by L. J. Williams, the Hamptonite firm went out of business in 1954. The new owners operate the Coney-Davies Lumber Co. of Charleston.

CHICAGO, ILL.: Donald F. Silk is now assistant advertising manager of the **Masonite Corp.** Before joining Masonite's ad department in 1954, Silk had held advertising positions with Ceco Steel Products and other firms.

LOCKPORT, N. Y.: Officials of the **Upson Co.** broke ground recently for a new research center at 76 Stevens Street. Research personnel will explore new fields for Upson products and develop such new products as dimensional stabilizers, resins, coatings, adhesives, vapor barriers, waterproofing compounds, and other chemicals.

CLEVELAND, OHIO: Frank C. Russell, founder and chairman of the board of the **F. C. Russell Co.**, was honored at a testimonial dinner

March 21, when he retired as president. Russell started his career by becoming a hotel proprietor in his teens. He established a rock-wool firm in 1924, joined the Standard Lime and Stone Co. in 1932, and founded the F. C. Russell Insulation Co. in 1937. A year later he started his window distribution business, ultimately manufacturing the units himself. William Tucker succeeded him as president.

LANCASTER, PA.: The **Calder Manufacturing Co.** has added a new trailer truck that hauls approximately 100 doors of assorted sizes, to better its service to dealers.

COLDWATER, OHIO: John W. Buchanan has been appointed sales manager for **La Pax Awnings**. He has spent 11 years in wholesale and retail selling.

HANOVER, PA.: Samuel K. Hornor has been appointed vice-president of the **Keystone Wire Cloth Co.** He is responsible for production of Keystone's insect wire screening and aluminum frameless tension screens.

CHICAGO, ILL.: **Johns-Manville's** building products division has announced the appointment of John H. McKay as manager for consumer sales. He joined J-M in 1930 as assistant sales promotion manager.

NEW YORK, N. Y.: George K. McKenzie, vice-president and secretary, and H. L. Evans, vice-president in charge of manufacturing, have been elected directors of the **Flintkote Co.**

RIVERDALE, ILL.: The **Acme Steel Co.** has started construction of a \$1,500,000 office building. This building will make possible the consolidation of all Acme Steel operations, according to President Fred M. Gillies.

NEW YORK, N. Y.: Tony Canzoneri, first fighter to win three world's championships, has signed with the **Miracle Adhesives Corp.** to represent its ceramic tile cement division in a special sustained promotion. The tie-in will evolve around the theme "Miracle of the Ring, and Miracle Ceramic Tile Cement."

RIVERA, CALIF.: George R. Hill has been appointed to the newly-created post of advertising and sales promotion manager of **Trade-Wind Motorfans, Inc.**, makers of home ventilating equipment. For the past four years he served as assistant sales manager.

SPOKANE, WASH.: Sawmilling operations serving Pack River Tree Farm Products from the East Kootenay district of British Colum-

bia have been merged into a single new firm, **Crestbrook Timber Ltd.** This is the largest single producer of lumber in the province interior. J. M. Brown Jr., Sandpoint, Ida., has been named president and managing director.

WASHINGTON, D. C.: J. L. McKinnay, sales representative for the **American Sisalkraft Corp.**, recently received an inscribed gold watch for 25 years of service. From his Washington home, McKinnay travels Maryland and Delaware.

PORTLAND, ORE.: Raymond L. Howerton has been promoted to assistant manager of the sales promotion department of the **Hyster Co.** During his first 4½ years he managed promotion of tractor equipment. In 1954 he rose to sales training manager.

MIAMI, FLA.: The **Crossly Window Corp.** has expanded its manufacturing facilities so that its plant area covers more than 20,000 square feet. This will accommodate Crossly's new all-aluminum awning window production.

WASHINGTON, D. C.: The **National Lumber Manufacturers Assn.** has been given national recognition for its outstanding public relations program during 1955. Douglas S. Steinberg, director of public relations, accepted the award for the association at an April 6 dinner.

AUGUSTA, GA.: R. H. Conley has been made sales representative for the **United States Gypsum Co.** Before being transferred to Augusta, Conley was with the Jacksonville, Fla., district office.

OKLAHOMA CITY, OKLA.: Vincent F. Van Scoy has been named dealer representative for the **Masonite Corp.** for Oklahoma. Previously he was assistant manager of the building material department for Sears, Roebuck.

ALBERTA, VA.: The **Brunswick Lumber Co.** has announced plans to manufacture prefabricated houses at its Alberta plant. They will be put on the market by late summer or early fall, according to President J. T. Avery.

CENTURY, FLA.: David B. Miller, Brewton, Ala., has been elevated from executive vice-president to president of the **Alger-Sullivan Lumber Co.** of Century.

BROOKHAVEN, MISS.: The **Standard Wire Cloth and Screen Co.** has a new building. It provides space for increased production of Standard insect wire screen cloth, of bronze, aluminum, and galvanized.



BEN NORRID has joined the building products division of John T. Everett and Co. From Memphis, Tenn., headquarters Norrid covers Tennessee and Alabama. For the past seven years he has been with the Inland Steel Products Co.

Unversaw Heads Per-Fit Window Sales



THE PER-FIT Products Corp. of Indianapolis, Ind., recently announced the appointment of M. L. Unversaw, above, as general sales manager and the appointment of an assistant sales manager and four

area sales managers.

Unversaw joined the Spickelmier Co., Per-Fit's parent firm, in August, 1953, and subsequently was made sales manager and appointed a member of the executive committee. After four years in the U. S. Air Force, Unversaw was a Heatilator, Inc., sales representative.

New assistant sales manager for Per-Fit Products is Don A. Sullivan. A graduate of the University of Notre Dame who has served in both the U. S. Army and Navy, Sullivan joined the Per-Fit firm in 1952 as sales representative in the north-central states.

New Southern area sales manager for Per-Fit is Charles R. James, who joined the company in May, 1954. His territory includes Arkansas, Tennessee, Mississippi, Alabama, Georgia, South Carolina, and western North Carolina.

Thomes E. Tuttle is the Southwestern area sales manager. He joined Per-Fit in June, 1954. His territory includes Texas, Oklahoma, and parts of Kansas and Missouri.

Edward L. Hansen is the Chicago area sales manager and serves also as Per-Fit's special representative to the prefabricated home industry. He joined the firm last June.

Richard B. Loesch is sales manager in the area that includes Ohio, west-

ern Pennsylvania, West Virginia, and eastern Kentucky. He joined Per-Fit in February, 1955.

Masury Forms New Houston Paint Division

John W. Masury and Son, Inc. of Baltimore has formed a new division in Houston, to be known as Masury Paints of Texas, Inc. President of the new division is J. Barry York, formerly president of the James Bute Co.

Masury Paints of Texas, Inc., will manufacture the complete Masury line of paints, varnishes, and enamels for the wholesaler trade in Texas, Oklahoma, Arkansas, and Louisiana. York points out that Masury paints have been sold in the area for 70 years.

Temporary headquarters for Masury in Houston are at 5 North Milam Street, pending completion of permanent plant facilities.

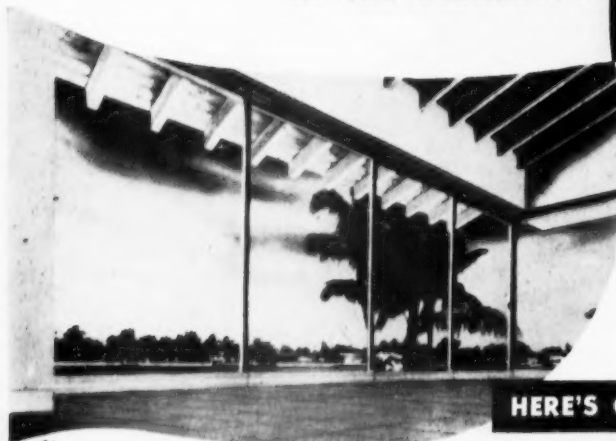
Other new officers for Masury in Texas are Glynn F. Martin, vice-president, also formerly with James Bute; H. Braith Davis of Baltimore, chairman of the board; and J. Leonard Hall of Baltimore, secretary-treasurer.

LOOK FOR A CHANGE IN THE SCENERY...

with

Patio Magic

ALUMINUM SLIDING GLASS DOORS



Patio Magic brings the beauty of the outdoors into the home, and literally changes the entire wall into one dramatic picture window. It stirs the imagination and opens up new worlds of exciting ideas for decorating the home.

Patio Magic Sliding Glass Doors change the scenery for the distributor too — in a very pleasing way — by accelerated sales and greater profits.

PATIO MAGIC PERFORMS MAGIC . . . FOR YOU!

HERE'S OUR SECRET

- All etched and anodized aluminum unit.
- Silent finger tip movement on ball-bearing wheels.
- Positive locking action.
- Faster and easier installation than ever before ... with adjustable features in jambs and bottom rollers for out-of-square openings.



LOOK—WE'VE MOVED!
To a larger, new and more modern plant with greater production facilities and personnel, to keep pace with the growing popularity of Patio Magic.

DARYL PRODUCTS CORP.

7240 NORTHEAST 4TH AVENUE, DEPT. 5, MIAMI, FLORIDA — PHONE 84-2651

Ask us for franchise details and attractive brochure on **Shower Magic**, the beautiful tub and shower enclosures with all-new features for 1956.

Southern Coatings Firm Has New Orleans Plant

The Southern Coatings and Chemical Co. of Sumter, S. C., now has a manufacturing plant in New Orleans, La., at 1460 Tchoupitoulas Street. The facilities formerly belonged to the New Orleans Paint and Color Co.

The Southern Coatings firm is producing paints, lacquers, varnishes, and specialty products under the White Circle and Southern Glo trade-names for the surrounding market.

T. A. Sides, former superintendent of the Sumter plant, is manager of the New Orleans branch. Jack Copeland was transferred from Sumter to New Orleans as office manager.

R. S. McKenzie announces the assignment of Gordon Wallis as sales representative for the Southern Coatings and Chemical Co. in Louisiana and Mississippi.

J-M Builds Insulating Board Plant in Oregon

The Johns-Manville will build a new insulating board plant near Klamath Falls, Oregon, as part of the company's \$30,000,000 expansion program now underway in the Pacific Coast area. President A. R. Fisher announced. Initial estimates indicate that the ultimate cost of the plant, and timberlands to be purchased, may reach \$12,000,000.

The plant is expected to be in operation by the middle of 1957. It will create immediate employment for about 250 people. Initially the plant will have 275,000 square feet of operating space.

Announcement of the Klamath Falls plant closely follows news that Johns-Manville will also begin construction of an additional Transite asbestos-cement pipe plant at Stockton, Calif., employing 350 people.

Johns-Manville's expansion in the rapidly-growing Pacific Coast area was emphasized in February with the announcement that it had signed an option on a large gypsum deposit near Las Vegas, Nev., and is considering entering the gypsum business.

Camp Firm To Expand, Elevates Management

At a recent directors' meeting, the Camp Manufacturing Co., Franklin, Va., announced a \$4,000,000 expansion program and new administrative line-up.

The first step in enlarging production of the firm, incorporated in 1887, will be an expansion of the power plant.

J. L. Camp Jr., president of the company for 30 years and a national leader in the lumber manufacturing industry, was elevated to the new position of chairman of the board. His brother, W. M. Camp, rose from vice-president to become vice-chairman. Hugh D. Camp was promoted from executive vice-president to president.

Stockholders also elected five new directors. Two are descendants of the founders—J. M. Camp Jr. and J. E. Ray III. Others include S. A. Lipscomb Jr., Philip E. Frankfort, and C. C. Gouldman. Frankfort and Gouldman were elected vice-presidents.

ASA Sets Up Board on Acoustical Standards

To coordinate development of standards in the field of acoustics, the American Standards Assn. has organized an Acoustical Standards Board. The broad scope of the work has been divided into committees.

Dr. Leo L. Beranek, consultant in acoustics and associate professor at Massachusetts Institute of Technology, was elected chairman.

Wallace Waterfall, secretary of the Acoustical Society of America since 1929, is vice-chairman.

Another LESLIE EXCLUSIVE!



LESLIE



FIXED LOUVER

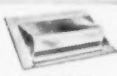
for 2/12, 2½/12 or 3/12 PITCH

- One model in four sizes to 140" base
- Can be used at 2/12, 2½/12 or 3/12 pitch
- Aluminum or galvanized steel
- Shipped K-D. Assembled in 7 minutes. Also available factory assembled.

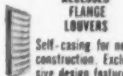
A COMPLETE LINE of Louvers and Ventilators in Aluminum or Galvanized Steel



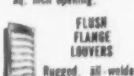
FIXED TRIANGULAR LOUVERS
For 5/12 or 4/12 pitch. Up to 12 ft. base. Rugged, low cost, easily installed.



ROOF VENTS
Patented baffle and drip cap provide easy, weather-tight installation. 3 sizes to 120 sq. inch opening.



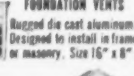
RECESSED FLANGE LOUVERS
Self-casing for new construction. Exclusive design features include drip edge and channel frame. Eight sizes to 24 wide x 30" high.



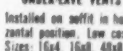
FLUSH FLANGE LOUVERS
Rugged, all-welded design. 15 sizes to 30" wide x 24" high.



FOUNDATION VENTS
Rugged die cast aluminum. Designed to install in frame or masonry. Size 16" x 8"



ADJUSTABLE LOUVERS
Fit 4/12 thru 12/12 pitch. 7 sizes to 92" base.



UNDER-EAVE VENTS
Installed on soffit in horizontal position. Low cost. Sizes: 16x4, 16x6, 48x6.

Now — Leslie introduces a completely new idea in louver design — the unique "C" Series Fixed Louver which can be assembled for 2/12, 2½/12 or 3/12 pitch in a few minutes.

Designed for use in contemporary style, the new "C" Series Louver has the structural strength and ease of installation of conventional fixed louvers which fit only one pitch.

Warehousing cost is minimized and stock damage eliminated by the compact (5" x 5" x length) carton used to ship the knocked-down LESLIE "C" Series Louver. If desired, "C" Series Louvers are also available factory assembled.

"C" Series Louvers can be easily assembled to any of these pitches using only a screw driver. Braces to insure rigidity of center of louver are provided in carton, together with sheet metal screws and cut-to-fit screen.

Shipped two louvers per carton, the "C" Series Louver is the versatile answer to a long-standing need for really low pitch louvers at a minimum unit and storage cost.

ALUMINUM Model No.	GALV. STEEL Model No.	OPENING DIMENSIONS AT						FREE AREA*		
		2/12		2½/12		3/12		(sq. in.) AT		
		Base	Height	Base	Height	Base	Height	2/12	2½/12	3/12
C-4A	C-4	81½"	6¾"	79½"	8¼"	76"	9¾"	57	79	106
C-5A	C-5	101"	8¾"	98"	10¼"	95"	12"	106	145	194
C-6A	C-6	120½"	10"	117"	12¼"	114"	14¼"	171	232	309
C-7A	C-7	140"	11½"	136"	14¼"	133"	16¾"	252	340	450

*The net free areas shown hereon allow for every restriction, including the restriction of the 8 mesh screen required by F.H.A.



LESLIE WELDING CO., INC.

2941 West Carroll Avenue Chicago 12, Ill.

Ask your Supplier for Complete details and copies of the LESLIE LOUVERS Catalog



GLASS-FIBERED PLASTER

**Only Certain-teed
gives you**



WORKS CLEANER... FASTER... EASIER!

Now Certain-teed gives you new sales opportunities with an entirely new kind of fibered gypsum plaster that helps plasterers do a better, more economical job!

Bestwall glass-fibered plaster is a new patented formulation employing textile glass filaments cut to a carefully controlled length best suited for plastering. Plasterers who have field-tested it report new, higher standards of performance and on-the-job workability. In down-to-earth plasterer's language, this means:

● **TIME SAVED**

... the glass fibers do not foul up mixer blades—or build up on the box, hoe or hod.

● **FASTER, EASIER PLASTERING**

... no "balling" of fibers with

consequent grooving of plaster; less backtracking and smoothing are required.

● **MORE UNIFORM SURFACE**

... better base for finish coat.

● **BETTER KEYING**

... uniform distribution of individual filaments of carefully controlled lengths, with 30 to 40 times as many fibers as any other fibered plaster produces better keying on metal and perforated lath... fewer plaster droppings.

Builders and plasterers everywhere will be interested in the new Bestwall Gypsum Plaster. Be sure you have complete information and an adequate stock. Write us today... or call your Certain-teed salesman.



Certain-teed

REG. U.S. PAT. OFF.

Quality made Certain... Satisfaction Guaranteed



CERTAIN-TEED PRODUCTS CORPORATION

ARDMORE, PENNSYLVANIA
EXPORT DEPARTMENT: 100 EAST 42ND ST., NEW YORK 17, N.Y.
ASPHALT ROOFING • SHINGLES • SIDING • ASBESTOS CEMENT SHINGLES
GYPSUM PLASTER • LATH • WALLBOARD • SHEATHING • ROOF DECKS
FIBERGLAS BUILDING INSULATION • ROOF INSULATION • SIDING CUSHION
PAINT PRODUCTS—ALKYD • LATEX • CASEIN • TEXTURE • PRIMER-SEALER



Odell New President of James Bute Co.

The James Bute Co., one of the Southwest's oldest paint and wall-paper firms, has announced several executive changes.

Loren B. Odell is the new president; A. E. Kelly, vice-president, secretary, and treasurer; James Bute, vice-president, and O. R. Weyrich, assistant secretary and treasurer.

Odell is the only officer actually concerned with management of the Houston, Tex., firm. Other officers serve in an administrative manner.

A vice-president of the firm for several years, Odell joined James Bute as technical director in 1945. He installed the paint manufacturing plant and created virtually the entire line of paints marketed under the Bute trade-mark and the firm's Colorizer trade-mark. A graduate of the North Dakota Agricultural College, he worked as technical director for several other paint firms before joining Bute.

With branch warehouses in Dallas and Harlingen, the James Bute Co. distributes its products in Texas, Louisiana, Arkansas, Oklahoma, Mississippi, and New Mexico.

Horizon Door Occupies New Calif. Building

The Horizon Door Co., Inc., is now housed in two modern buildings in Glendale, Calif., with completion of a second building recently.

Making a total of 60,000 square feet devoted to manufacturing operations, the new building has just been occupied by the Rolls Sliding Aluminum Window Division of Horizon. A new building for the manufacture of Horizon Sliding Glass Doors was occupied last September.

Horizon leads an industry which has mushroomed to a multi-million

dollar sales volume in less than 10 years, according to President James F. Conway.

Established by Conway less than six years ago, the company has branch plants in San Francisco, Fresno, San Diego, Calif.; Dallas, Tex.; Westbury, N. Y.; Monroe, Mich., and distributors in 55 key cities.

First Hardboard Plant Going Up in Texas

The first hardboard manufacturing plant for Texas is now under construction at Jacksonville. In it the

Wynnewood Products Corp. will make 50,000 square feet of $\frac{1}{4}$ -inch hardboard a day from about 100,000 pounds of pine shavings from nearby planer mills.

The Wynnewood plant will be so automatic in operation that only eight men will be required to produce the board. It is designed to make boards ranging from $\frac{1}{4}$ to $1\frac{1}{4}$ inches in thickness and from 40 to 60 pounds per cubic foot in density.

Paul R. Kramer, head of the Forest Products Department of the Texas Forest Service, hails this type of plant as a profitable use of the tremendous amount of usable wood residue in Texas.

The point is
**ALL OF OUR
RESOURCES**
*are at your
service*

In addition to our own 12 sawmills, **TW&J** are actively engaged in the procurement and distribution of all West Coast lumber products and maintain buying offices in producing areas to give the trade complete one-call balanced service.

For top quality lumber and lumber products look to - **TW&J**

TARTER, WEBSTER & JOHNSON, INC.
1 Montgomery Street
SAN FRANCISCO 4, CALIF.
DOuglas 2-2060 Teletype SF 531

P. O. Box 1731
STOCKTON, CALIF.
HOward 4-8261 Teletype SK 2

HELPFUL LITERATURE

PLASTIC PANEL USES. Marlite plastic-surfaced hardboard paneling is pictured in more than 30 colorful room settings in a new illustrated booklet, "How to Have Modern Carefree Interiors with Marlite." All plain colors, wood grains, and marble patterns in the Marlite line are reproduced. Marsh Wall Products, Inc., Dept. SBS, Dover, Ohio.

FIREPLACE FORM. Majestic Thulman fireplace forms are explained

and pictured in a new bulletin. It shows how the fireplace form is easily used without need of masonry. Chimneys, chimney tops, and other accessories are available. Majestic Co., Inc., Dept. SBS, Huntington, Ind.

WALLBOARD COMIC BOOK. "Room for One More" is a comic book presentation of the story of a family that turns its attic into another livable room. When a new

baby arrives, a next-door neighbor shows the family what Certain-teed fiber-glass insulation, gypsum wall-board, and paints can do. Certain-teed Products Corp., Dept. SBS, 120 East Lancaster Avenue, Ardmore, Pa.

WATERTIGHT MASONRY. The fundamentals of watertight masonry, including the influences of mortar, masonry units, design, and workmanship, are contained in a booklet by Walter C. Voss, an outstanding authority on masonry. It contains 36 photographic and schematic illustrations. National Lime Assn., Dept. SBS, 925 15th Street N. W., Washington 5, D. C.

INSULATION ADVANTAGES. "Heat Flow by Radiation in Buildings" covers many problems connected with heat flow, conservation of fuel for heating or of power for air-conditioning, and maintenance of comfort in summer and winter. This 48-page booklet is written and offered by Alexander Schwartz, president of Infra Insulation, Inc., Dept. SBS, 525 Broadway, New York 12, N. Y.

BITUMINIZED FIBER PIPE. "CEFCO Sewer Pipe and Perforated Pipe" is a booklet explaining how fiber pipe can be used in house-to-sewer, septic tank, foundation drainage, industrial, and other installations. It covers drying, pitch impregnation, and machine tapering. Central Foundry Co., Dept. SBS, Foot of Pacific Street, Newark 5, N. J.

MASONRY NAILS. The Independent Nail and Packing Co., Dept. SBS, Bridgewater, Mass., offers copies of "Drivability and Holding Power of Heavy-Duty Screwtite Masonry Nail in Concrete." This is a report on research conducted by the Virginia Polytechnic Institute's wood research laboratory.

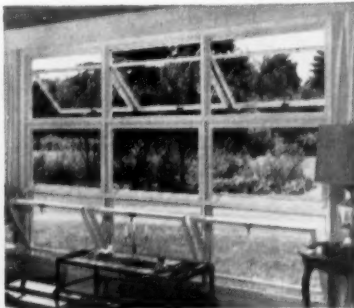
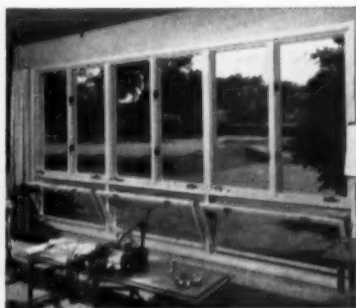
HARDBOARD APPLICATION. The Forest Fiber Products Co., Dept. SBS, Forest Grove, Ore., offers reprints of an article from a recent issue of its *Forest Board News*. The article describes how hardboard should be used. It covers the four basic steps in proper application: conditioning, joint treatment, nailing and backing, finishing.

ELECTRICAL TAPE. "Tool Up With Tape — Big Four Electrical Tapes" is a booklet that aids in selection of the best electrical tape for every job. It is well illustrated and contains performance specifications for plastic, friction, rubber, and vinyl color tapes. Johns-Manville Sales Corp., Dept. SBS, 7800 S. Woodlawn Avenue, Chicago, Ill.

ELECTRIC HEATING. "How to Insulate Your Home for Electric Heating" predicts that, within five years, more than 100,000 houses heated by electricity will be built annually. It outlines the advantages of electric

**MORE
HOME-BUYERS
WANT...**

**Andersen
Windowalls**
COMPLETE WOOD WINDOW UNITS



NEW FLEXIVENTS . . . with casements . . . awning, fixed and hopper.

WINDOW BEAUTY BOOSTS HOME SALES — YOU PROFIT!

More home buyers want Andersen WINDOWALLS than any other brand. They like Andersen weathertightness, easy operation, low cost, and the choice of many practical combinations. Builders like the easy, low cost installation. Cash in on the demand. Order Andersen Window units from our complete stock. Contact your nearest Huttig office, today!

Show Your Builders
Andersen Windowalls:

CASEMENTS

GLIDING WINDOWS

FLEXIVENTS

Awning, Hopper, Fixed,
Casement

PRESSURE SEAL

DOUBLE HUNG UNITS

Combinations To Fit
Most Plans, Budgets!

FOR QUICK SERVICE FROM COMPLETE STOCKS . . .

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SASH & DOOR CO.

Since 1885 St. Louis 10, Mo.

Quality Millwork . . . Nationally Known Building Products

AREA OFFICES & PLANTS

Atlanta, Ga. • Charlotte, N. C. • Columbus, Ohio • Dallas, Texas • Jacksonville, Fla.
Knoxville, Tenn. • Louisville, Ky. • Miami, Fla. • Nashville, Tenn. • Roanoke, Va.
Birmingham Sash & Door Co., Birmingham, Ala. • Memphis Sash & Door Co., Memphis, Tenn.

heat and gives insulating details. Various installation methods are discussed. National Mineral Wool Assn., Dept. SBS, 2906 Americas Building, Rockefeller Center, New York 20, N. Y.

FLOORING FINISHINGS. The Maple Flooring Manufacturers Assn., Dept. SBS, 35 East Wacker Drive, Chicago 1, Ill., offers a 1956 list of approved floor finishing products. It covers penetrating sealers and surface-covering type of finishers. It is entitled "Finishing Northern Hard Maple the MFMA Way."

STORAGE SHED PLAN. Folder shows construction of a lumber company shed that has 40,000 square feet of unobstructed storage area. This was achieved through use of wood roof trusses developed by the Timber Engineering Co., Dept. SBS, 1319 18th Street N. W., Washington 6, D. C.

ADHESIVES, COATINGS, and sealers are shown in a new catalog from the Adhesives and Coatings Division, Minnesota Mining and Manufacturing Co., Dept. SBS, 411 Piquette Avenue, Detroit 2, Mich. Tables show applications, type of insulation value, examples, application methods, characteristics, and other data.

VITRIFIED CLAY PRODUCTS. A 32-page catalog describes vitrified

clay pipe, standard and extra-strength; perforated clay pipe, clay septic tanks, Translot filter blocks, fire brick, clay flue lining, clay wall coping, and related clay products. A special section is devoted to new plastic Jiffy-Joints and Wedge-Lock clay pipe. Cannellon Sewer Pipe Co., Dept. SBS, Cannellon, Ind., or Texas Vitrified Pipe Co., Dept. SBS, Mineral Wells, Tex.

HINGE CATALOG. "Hinges for Light Construction" is a four-page catalog showing a representative variety of hinges for such light construction as residences, motels, and stores. It covers "Oilite" bearings, non-rising pins, and a new non-mortise hinge. McKinney Manufacturing Co., Dept. SBS, 1715 Liverpool Street, Pittsburgh 33, Pa.

TROWEL - TRADE TOOLS. The Goldblatt catalog for 1956 is even larger. Famous for over 70 years as the "encyclopedia of the trowel trades," this catalog is said to be the only one that lists, pictures, describes, and prices every tool and piece of equipment used by trowel-trade journeymen or contractors. Goldblatt Tool Co., Dept. SBS, 1960 Walnut Street, Kansas City, Mo.

CEDAR SHINGLES. Five roof-application ideas for cedar shingles are presented in a colorful folder

published by the Red Cedar Shingle Bureau, Dept. SBS, 5510 White Building, Seattle, Wash. Applications featured include Dutch Weave, Thatch, Ocean Wave, Serrated, and Pyramid. It shows how variety in shingle application not only gives variety to project houses but fits variety in architectural design.

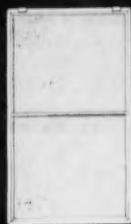
"MOULDINGS AND TRIM" is the eighth in a series of brochures released by the Architectural Woodwork Institute, Dept. SBS, 332 South Michigan Avenue, Chicago 4, Ill. It covers interior and exterior trim parts, design guide, specification guide, and manufacturing techniques.

D-I-Y INSULATION BOOKLETS. Three consumer booklets help dealers sell Celotex products to the Do-It-Yourself enthusiasts. One covers Celotex hardboard; another, Celotex spun rock-wool insulating blankets, and the third, Celotex insulating ceiling tile board and finish plank. Celotex Corp., Dept. SBS, 120 South LaSalle Street, Chicago 3, Ill.

BUILDERS HARDWARE CATALOG. The latest three-color catalog put out by the Sterling Hardware Manufacturing Co., Dept. SBS, 2345 West Nelson Street, Chicago 18, Ill., serves as a complete buyer's guide for Sterling interior sliding door hardware, pocket door T-frame, and

MANUFACTURERS AND WHOLESALERS OF WINDOW UNITS

build these plus-value screens *yourself!*



UNI-TEMP[®]

Aluminum
Screens

ADD BEAUTY
LONGER LIFE
LESS UPKEEP

Cut your Costs by buying materials and hardware direct from the manufacturer at mill prices

Speed your Deliveries of window units by coordinating screen and window production — on special as well as standard sizes

Reduce your Inventory by quickly producing all sizes of screens from a minimum

stock of materials and parts — no need to carry large stocks of completed screens

Eliminate Delays caused by damaged or lost shipments

You take *all* the profits when you custom-build top quality Uni-Temp screens at about the cost of common wood screens. No big investment or skill required — use day labor and simple equipment.

Uni-Temp Service to you
is FAST . . . COMPLETE

You can depend on fast shipment from our complete stocks of every item you need. We'll help you set up operations and train your employees, too. Write for details and 1956 Parts Catalog.

CHANNELS

CORNERS

HARDWARE



UNI-TEMP[®]

PRODUCTS, INC.

McPHERSON 1, KANSAS

Send me your 1956 Parts Catalog and details of your proposal. We are () are not () building aluminum screens at present.

NAME

ADDRESS

CITY AND STATE

casement window hardware. This catalog No. 19 covers the low-cost 700 series, heavy-duty 800 series, 1200 T-frame series, and 890 sliding door series.

BUILT-IN OVEN DATA. Circular No. C5.33 contains a report of studies of the University of Illinois to determine the most convenient placements for the popular built-in ovens. It discusses the advantages of these ovens and the various types. Ten cents a copy from the Small Homes Council, University of Illinois, Dept. SBS, Urbana, Ill.

WESTERN PINE DIRECTORY. The 1956 directory of membership of the Western Pine Assn., Dept. SBS, 510 Yeon Building, Portland 4, Ore., lists 375 member mills in 12 states. It lists the mills' general sales offices, estimated capacity per shift, timber species handled, major products, and products manufactured. Listings are by states in regions.

ALUMINUM INSULATION. A three-color brochure describes the advantages of Reynolds aluminum reflective insulation. Made of paper with aluminum foil on one or both sides, this insulation is quickly applied with simple household tools. The brochure explains where it can be used to best advantage. Reynolds Metals Co., Dept. SBS, 2500 South Third Street, Louisville 1, Ky.

TIMBER STRUCTURES. The third edition of "Typical Designs of Timber Structures" is offered by the Timber Engineering Co., Dept. SBS, 1319 18th Street N. W., Washington 6, D. C. It serves as a guide for architects and engineers in planning light and heavy wood structures. It contains 102 typical designs.

PORTABLE-TOOL CATALOG. A comprehensive catalog lists Skil's 1956 line of more than 100 portable power tools and accessories. Price schedules are included. Many items are presented in photographs and with perspective drawings. It covers saws, drills, drivers, nut runners, sanders, portable and bench grinders, valve seat grinders, refacers, and polishers. Skil Corp., Dept. SBS, 5033 Elston Avenue, Chicago 30, Ill.

REDWOOD IN GARDENS. "Ideas for Your Garden — Using California Redwood" is now available in the 1956 edition. This newest of a long series of garden brochures contains 16 pages, some in full color, with ideas for selling redwood for use in gardens and yards. California Redwood Assn., Dept. SBS, 576 Sacramento Street, San Francisco 11, Calif.

COLOR DICTIONARY. The National Bureau of Standards, U. S. Dept. of Commerce, Washington 25, D. C., has compiled a comprehensive dic-

tionary of colors. It lists 7,500 different color names and defines them in simple, accurate terms. For example, it shows that griseo-viridis (from biology) is equivalent to serpentine (from the fashion world).

LIFT-TRUCK EFFICIENCY. A case history in photographs shows how a Towmotor truck with hydraulic roll-off accessory reduced man-hours and cut loading time by 50 per cent at the Siegel Lumber Co. It is designated Job Study No. 155, offered by the Towmotor Corp., Dept. SBS, 1226 East 152nd Street, Cleveland 10, Ohio.

METAL LATH CEILING. "Furred Metal Lath Ceilings" is a technical bulletin available from the Metal Lath Manufacturers Assn., Dept. SBS, 636 Engineers Building, Cleveland 14, Ohio. Designated No. TB 16, the bulletin includes a description, specifications, and details relating to furred ceilings under steel, concrete, and wood joists.

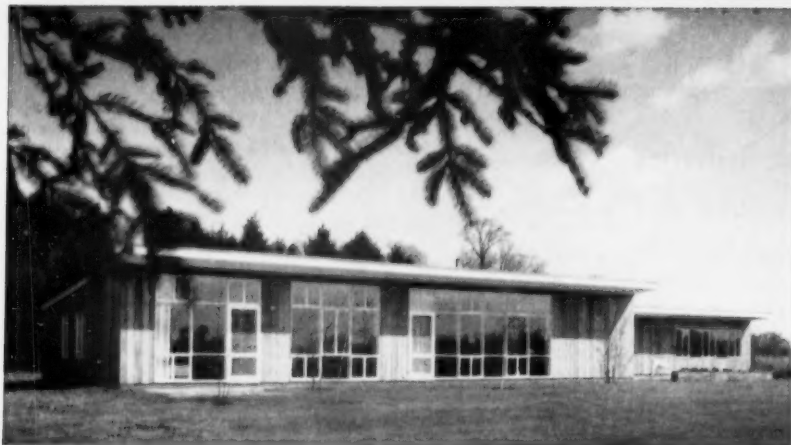
FORK TRUCKS, ATTACHMENTS. Baker fork-lift trucks of 4,000-pound and 6,000-pound capacities and various attachments for more versatile use are described in two colorful brochures. They explain high maneuverability and ease of operation of these trucks. Baker-Raulang Co., Dept. SBS, Cleveland 2, Ohio.

Since

HOPE'S

1818

STEEL WINDOWS HAVE THE STRENGTH AND RIGIDITY THAT NO OTHER WINDOW CAN MATCH



*Residence of Mr. and Mrs. Harry E. Ormston,
McLean, Virginia*

*Designed and Built by
Architect Harry E. Ormston*

Award Winner

HOPE'S STEEL CASEMENTS were installed in the window-wall areas of Architect Ormston's award-winning home. Ideally suited to the architecture of the building, they will permit easily-controlled ventilation; never warp or bind. Endowed with the strength and rigidity found only in steel, they will provide a lifetime of trouble-free service and require little maintenance.

Write for Catalog 102SB.

HOPE'S WINDOWS, INC., Jamestown, N. Y.

THE FINEST BUILDINGS THROUGHOUT THE WORLD ARE FITTED WITH HOPE'S WINDOWS



Compact Plan Has Big-Home Features

✦ Nearly everything a modern family could ask for is contained in this house plan with 1,153 square feet in the living area. The carport has 406 square feet and the passage way to the kitchen and front stoop add another 54.

Other popular features are an entry, three bedrooms, bath and a half, fireplace, U-shaped kitchen,

and ample space for a breakfast nook or utility area at the far end of the 20-foot kitchen.

Unusual for a house of this size is the 16-foot-long master bedroom.

The smallest bedroom is designed for small children. A door opens from this bedroom into the kitchen so that a mother could keep an eye on a small child sleeping or playing there while she is in the kitchen.

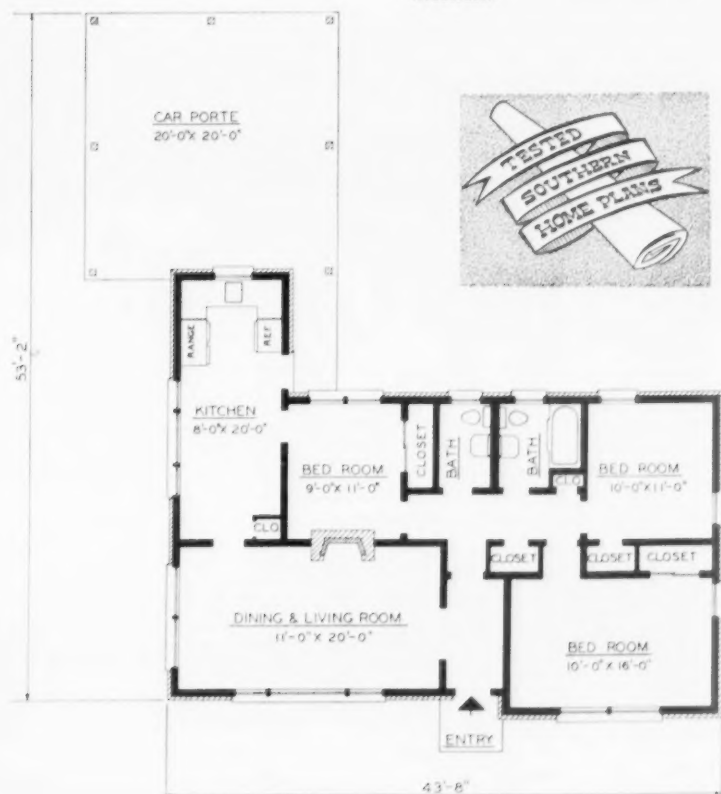
Since the two-car carport also makes a safe place for children to play, a window over the kitchen sink faces this area to enable a mother to keep an eye on outdoor play.

This smaller bedroom also could be used as a den if only two bedrooms are needed. Built-in shelves or bookcases could be placed at both sides of the fireplace.

Three large windows in the breakfast-room area make the kitchen an unusually light and airy one. This area could be set aside for a dining room, with the addition of a dividing planter and eliminating part of the wall separating it from the living room.

In addition to the bedroom closets, the plan provides for a kitchen broom closet, coat closet opening from the hall, and linen closet at the end of one bathroom.

On the exterior, a supporting column of decorative wrought iron at the entry and a touch of stonework, repeated on the chimney, add a note of quality to the general appearance.



Plans in this series can be obtained for \$10 for the first set, \$5 for the second set, or five sets with specifications and material lists for \$25. Send check with your order to Home Plans Editor, SOUTHERN BUILDING SUPPLIES, 806 Peachtree Street, N. E., Atlanta 8, Ga.

SILENT SALESMEN



SALES AIDS FOR OHI

Point-of-purchase displays by two manufacturers, a color film strip from the campaign headquarters, and a motion picture in color and with sound are new sales aids available now for dealers in accelerating further Operation Home Improvement.

With sound narration on a 33 1/3 rpm record, the 20-minute, 35-mm

color film strip explains the objectives of Operation Home Improvement and shows how all industry factors are identifying themselves with the campaign by using the OHI seal in advertising and promotion. Complete film set available for \$10 from Operation Home Improvement, Dept. SBS, 10 Rockefeller Plaza, New York 20, N. Y.

"Let's Remodel" is the title of the 14-minute, 16-mm. motion picture available to dealers without charge from the Western Red Cedar Lumber Assn., Dept. SBS, 4403 White-Henry-Stuart Building, Seattle 1, Wash. It shows and tells how a friendly lumber dealer helps guide a family of six in remodeling their five-room house to meet their needs of space and convenience. Film covers planning, financing, selection of materials, and actual construction of improvements.

This 11" x 14" display, die-cut in the shape of a house, promotes Certain-teed products for home improvement and maintenance. It ties in with OHI and "56 — the year to fix." Available from Certain-teed Products Corp., Dept. SBS, 120 East Lancaster Avenue, Ardmore, Pa.

A counter easel and newspaper

mats give Masonite dealers an opportunity to tie in with a four-color Masonite advertisement appearing in May and June issues of national magazines. The 14" x 17" easels have a pocket that dispenses free plans for constructing an outdoor living room that appears in the five-color ad. Contact the Masonite Corp., Dept. SBS, Box 77, Chicago 2, Ill.

DISPLAYS PANELS



This versatile unit for displaying Georgia-Pacific wood panelings can be spread out along a wall, as shown here, or joined at all sides to form a three-sided island unit. Each section is lighted.

Among the panels displayed, with various finishes possible, are Ripplewood brushed paneling, striated plywood, Savannah oak paneling, V-



WEPCO ADJUSTABLE ALUMINUM WINDOW AWNING. 3 sizes fit any size window. Retail as low as \$15.95



DUO-MATIC COMBINATION WINDOW. 3-Track Extruded Aluminum. Retail as low as \$15.95



KANGAROO SELF-STORING DOOR. 3-lite design, only door with self-storage compartment

SALES WILL CLIMB SKY-HIGH!



WEPCO

Wonder-Trip Contest

MAY 1 — JUNE 30

FIRST PRIZE: Expense-paid, 3-country, 15-day Grand Tour of Europe for two. Plus 99 other prizes. Traffic builder: Contestants get free entry blanks from your store.

SPECIAL DEALER PRIZE: If first prize winner gets entry blank from your store, you also win a free European trip for two. **NATIONALLY ADVERTISED** . . . in Life, Good Housekeeping, etc. Special Co-Op Ad Plan . . . Free Merchandising Aids.

STOCK THE 1956 WEPCO LINE OF EXTRUDED ALUMINUM COMBINATION DOORS



DUO-DOR retails at \$39.95. 6 standard sizes, slightly higher in some areas.



DUO-DELUXE "picture window" DOOR



DUO-DELUXE 2-LITE DOOR

WEPCO products are sold only through lumber and hardware dealers

the weather-proof co.

1407 E. 40th St., Cleveland 3, Ohio

Warehouses in Cleveland, O.; Indianapolis, Ind.; St. Paul, Minn.; Rock Island, Ill.; Kansas City, Mo.; Detroit, Mich.; Camden, N. J.; Cincinnati, Ohio.

grooved random plank hardwood panelings.

Literature with installation and finishing instructions is offered on each display side.

Contact: Georgia-Pacific Plywood Co., Dept. SBS, 270 Park Avenue, New York 17, N. Y.

TENSION SCREENS



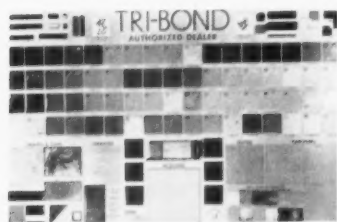
This colorful floor display holds 12 Tension - tite aluminum window screens in cartons for self-service. A natural-color reproduction of a screen in a double-hung window is shown on the display front.

The display is 13" x 17" x 53".

In addition to this merchandiser, the manufacturer offers a sales manual, envelope stuffers, measuring instructions, window banners, newspaper ad mats, price lists, and other sales aids.

Contact: Rudiger-Lang Co., Dept. SBS, International Trade Mart, New Orleans, La.

DISPLAYS TILE



Tri-Bond plastic tiles of all types can be displayed in a small space with this display board, suitable for window or counter use.

It shows samples of marbled and plain wall tile in 74 colors; trim and corners; shapes and sizes available; serrated tile; fluted and "carousel"; cove base and in and out corner, and acoustical tile.

Contact: Mastro Plastics Corp., Dept. SBS, 3040 Webster Avenue, New York 67, N. Y.

MOLDING BOOK

The Bradley Lumber Co. has compiled a comprehensive catalog that shows its molding patterns, easily found with use of a table of contents.

A description of Bradley's quality and specifications is included. Sizes are given for each pattern of these moldings, which are made from Arkansas soft pine.

A price list for its 8000 series and other patterns is included separately.

Contact: Bradley Lumber Co. of Arkansas, Dept. SBS, Warren, Ark.

40 LARGE HOME PLANS

A new architectural plan book contains 40 different designs of three- and four-bedroom houses of many styles.

According to the editors of the book, former house plans have stressed the latest ideas in kitchens, bathrooms, and recreation rooms but have neglected the sleeping quarters. These new plans are designed to provide comfortable bedrooms for growing families.

Contact: Homes for Living, Inc., Dept. SBS, 89-51 164th Street, Jamaica 32, N. Y.



WALL, CEILING PANELS

These two cardboard counter displays hold samples of Marlite plastic-finished hardboard paneling and Marlite plank and block.

The 3" x 6" samples are stood on end in die-cut holes in the top of the carton. A long flap folds back to present a vivid blue, yellow, and black poster with selling messages. The front of the carton bears a series of sketches showing the suitability of Marlite for any room.

Contact: Marsh Wall Products, Inc., Dept. SBS, Dover, Ohio.

D-I-Y PLASTIC LAMINATE

This display of Consoweld plastic laminate panels is designed to get the attention of Do-It-Yourself customers. A built-in tilted counter invites thumbing through the new

Everyone's a Prospect for...



There are hundreds of do-it-yourself uses for these attractive, easy-to-install, solid maple legs. Smoothly sanded and ready to finish, they come in seven different lengths.



Supplied with glides, securely-threaded stud bolts and rigid metal plates for either vertical or slanted attachment. Complete in sets of four. Brass ferrules optional at additional cost.



COLORFUL DISPLAY BOARD SELLS FOR YOU

The attractive display above is easily mounted on wall or counter for instant eye-appeal.

Get in on plus profits now with fast-moving PEG LEGS. For details, write:

Perry Furniture Company

SB 209 FRONT ST. N.W.
GRAND RAPIDS, MICHIGAN

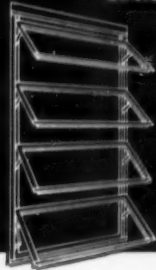
One of the oldest names
in steel windows —

VENTO

now manufactures
**ALUMINUM
WINDOWS**

- Our first product in this field is the VENTO automatic locking aluminum awning window. Residential casement, double hung and complete commodity lines of aluminum windows are now being developed.

Exclusive Features in



VENTO ALUMINUM AWNING WINDOWS

AUTOMATIC LOCKING . . . No gadgets to turn, no gimmicks to operate, nothing to get out of order.

WEATHER TIGHT . . . VENTO alone keeps metal to metal contact plus metal to weatherstrip.

UNLIMITED ADJUSTMENT . . . Unique in ability to be quickly returned to proper adjustment.

POWER PLUS OPERATOR . . . Screw — not worm geared — operator working in self-lubricating nylon journals.

EFFORTLESS OPERATION . . . Nylon roller blocks at all friction points permit finger tip operation.

ENGINEERED SIZES . . . We are able and eager to make any special window of this type. You will never hear "we can't do it" here at VENTO!

Also ask about

VENTO Steel Casement Windows, Basement Windows, Industrial and Commercial Windows (projected, pivoted and security types) Utility and Barn Windows, Formed Steel Lintels for Block and Brick Construction. Write us for full information. Some desirable territories are open for representatives and distributors. Write for full particulars.

VENTO STEEL PRODUCTS
CO., Inc.

253 Colorado Street Buffalo 15, N. Y.



book, "Color Magic with Consoweld."

The color-guide book is designed to simplify harmonious color selection. Application instruction booklets also are offered to the consumer. The application adhesive is displayed on a shelf below.

Contact: Consoweld Corp., Dept. SBS, Box 50, Wisconsin Rapids, Wis.

AIR-CONDITION PLANS

"Selected Plans for New Air-Conditioned Homes" is a plan book of over 50 home designs that make economical use of space for central heating and cooling systems. They were designed by 12 of the nation's leading architects.

Among the plans are ranch styles, split-levels, and 1½-story designs. Blueprints are obtainable from the publisher and include layouts for central air-conditioning systems.

Contact: Associated Plan Service, Inc., Dept. SBS, 384 New York Avenue, Huntington, Long Island, N. Y.

HOOK DISPLAYS



HANDY-HOOK "SKINPAK" DISPLAY CABINETS



COUNTER MOUNTED SKINPAK ASSEMBLY



SELECTABLE DISPLAYS 100 SKINPAK CARDS

These three units help display and sell Handy-Hook hooks and fixtures that fit on perforated hardboard for easy hanging of many items.

The "skinpak" package of clear

plastic keeps the individual hooks clean and aids the customer in self service. These are hung on a circular display rack, with a poster that shows typical uses. The various hooks come in various assortments for individual purchase. This unit, with compartments for different hooks, is for counters.

Contact: Handy-Hook Division, Vadco Products, Dept. SBS, 12903 Mt. Elliott, Detroit 12, Mich.

ASPHALT SHINGLES

This wire display rack holds six sample boards of Globe asphalt shingles. The steps are so staggered that the customer can tell at a glance which color he wants to pull out to see better.

A colorful metal sign at the bottom



of the rack identifies the manufacturer and lists other Globe products.

Contact: Globe Roofing Products Co., Inc., Dept. SBS, 2207-51 Schrage Avenue, Whiting, Ind.

FIBER-GLASS INSULATION

Year-around comfort, with accent on air-conditioning savings, is the theme of a spring Insulite fiberglass wool promotion. Among other promotional materials is this penguin cut - out which converts a package of the insulation to a penguin display.

There are large window and counter banners, bag and roll display cards, posters, counter cards, and balloon displays, all with the penguin theme. Special folders in the kit show how insulation cuts heating and cooling costs.

Contact: Insulite, Dept. SBS, Minneapolis 2, Minn.

More Dealers Selling Building Specialties, Survey Shows

✦ The growing number of building supply dealers in the South and Southwest who are selling specific new building specialties and materials is indicated by the findings in

Says Federal Minimum Now Prevailing Wage

The recent minimum wage hike was the chief topic of discussion at the annual meeting of the Southern Pine Industry Committee in New Orleans on April 5.

E. O. Lightsey, Miley, S. C., chairman of SPIC, talked of "pressures exerted by groups who look to government of your business and mine. They're on Capitol Hill in great numbers and they keep the pressure on without let-up.

"The memory of man is short, so perhaps many of you don't remember the original concept of the Fair Labor Standards Act. You should be reminded that the minimum wage was supposed to represent a floor below which wages could not fall. For the first time in history of this 18-year-old-law, it has departed from that theory, because the present minimum exceeded even the highest collectively bargained minimum wage in our industry up to that time. The Federal minimum is now a prevailing wage.

"Do you think you have seen the last increase through this device? The only question as I see it is how soon? When I speak of a 'higher minimum wage,' I am not reflecting opposition to the principle of better wages and working conditions. That is an entirely different matter. I am against the government writing the prescription to apply to workers . . . with a complete disregard of the fundamental of a man's ability to earn the equivalent of a legal minimum . . . or more."

Dr. Arthur A. Smith, vice-president and economist of the First National Bank of Dallas in Texas, said the wage hike would fall "disproportionately on thousands of small business units.

"It may be five or more years before the full force of the new minimum may be known. I would strongly urge the Southern Pine Industry Committee to watch carefully through industry surveys developments over the next few years, at least.

"What lies ahead? Unless drastic changes develop in the thinking of the responsible leadership in this country, I can see nothing but more of the same."

another survey completed recently by SOUTHERN BUILDING SUPPLIES.

Based on response to 971 questionnaires mailed to dealers throughout the 18 Southern and Southwestern states served by this magazine, the percentages of dealers selling specific products were found to be as follows:

DOOR PRODUCTS — metal combination doors, 46.1%; folding and room divider doors, 70.35%; glass sliding doors, 40.0%; wood door entrances, 76.4%; metal door frames, 49.1%; door chimes, 40.6%; metal thresholds, 90.3%.

WINDOW PRODUCTS—knocked down metal awnings, 51.0%; metal window frames, 58.8%; screen door grilles, 80.0%; metal shutters, 38.2%; wood shutters, 65.4%; metal weatherstrip, 81.2%; metal combination weatherstrip and sash balance, 56.4%; metal combination windows, 49.7%; metal horizontal sliding windows, 45.5%; metal storm windows, 44.9%.

HEATING AND COOKING EQUIPMENT — fireplace ash

dumps, 63.6%; barbecue equipment, 33.3%; flue lining, 71.5%; water heaters, 43.6%; built-in ranges, 23.0%.

PLUMBING EQUIPMENT — Shower doors and bath enclosures, 34.6%; bathroom accessories, 55.8%; water pumps, 23.0%; access doors, 39.4%; cabinet sinks, 45.5%.

METAL SPECIALTIES — steel bridging, 35.1%; metal columns, 60.6%; wrought iron furniture legs, 49.1%; mail boxes, 44.9%; concrete reinforcing wire mesh, 44.9%; foundation ventilators, 69.0%; attic, eave and roof ventilators, 80.0%; metal farm gates, 39.4%; metal house numbers and letters, 47.3%; aluminum ladders, 38.1%.

WOOD SPECIALTIES — wood ladders, 70.3%; etched lumber paneling, 66.7%; wood mantels, 63.1%; cedar closet lining, 88.5%.

OTHER SPECIALTIES — wall and ceiling exhaust fans, 48.5%; mirrors, 52.8%; power lawn mowers, 34.5%; clothes line poles, 44.2%; rope, 37.6%; disappearing stairways, 81.2%.

increase sales with

Tandrotine



Economical
Proven in use
High Flash Point
Slow Drying
Long Leveling
Pleasant Odor
Fast Turnover
Greater Markup

T & R
TURPENTINE & ROSIN FACTORS, INC.
SAVANNAH, GEORGIA

Gal., Qts., Pts., 1/2 Pt.

Classified Advertising

Terms — Cash With Order
Minimum Charge \$5.00

RATES.

\$8.10 per word for each insertion.

Add \$1.50 per insertion for blind ads bearing box number. Replies provided without additional charge.

All ads for classified section must be in publication office on the 18th day of month preceding date of publication.

Advertisements are set in uniform type of this size. No cuts or special borders allowed. Mail ad copy to:

SOUTHERN BUILDING SUPPLIES
806 Peachtree St., N.E.
Atlanta 8, Georgia

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HOO-HOO Activities

Biloxi, Miss. Club: Sixteen lumbermen were initiated into Hoo-Hoo during the recent Mississippi dealer convention here. Robert H. Fletcher of the Simpson Logging Co., Dallas, Tex., was reinstated and pressed into service as a member of the degree team. Clark McDonald, president of the Memphis Cats, served as snark. Supreme Niner John T. Silk of Memphis was visiting officer.

Savannah, Ga., Club: Nine Kittens were elevated to full membership during a concatenation held in conjunction with the Building Material Merchants of Georgia convention in Savannah April 17. Dick Wand, regional deputy snark from Jacksonville, Fla., was visiting officer. Penn Waller, of Savannah, provided cock-tails for the affair.

Baltimore, Md., Club: Maryland Cats are concentrating on fun these days. On April 23 a social hour and dinner meeting honored all past-presidents. The first of a series of golf outings was enjoyed April 27 at the Hillendale Country Club. On May 19, Jim Bean and his dance committee have reserved the Stafford Hotel Ballroom for a dance.

Columbia, S. C., Club: Lou Hoyt, FHA chief architect, addressed a recent meeting of the Cats of this area. He recounted the evolution of housing from prehistoric times, and pointed out ways dealers can cash in on FHA's loan advantages. Club 162 will join North Carolina Cats for a joint concat May 21.

Tampa, Fla., Club: Building up the local blood bank is a new project for this group. Members and their immediate families will deposit and draw against the bank's supply.

Hoo-Hoo Delegates To Tour Redwood Region

Plans are well underway for the 65th convention of the International Concatenated Order of Hoo-Hoo, to be held in San Francisco at the Fairmont Hotel, September 18-20, according to Herb Schauer and Bill McCubbin, co-chairmen of the convention for host Club No. 9.

Hundreds of members from clubs throughout the United States, Canada, and the Philippine Islands are expected to attend the three-day session of convention business, sight-seeing and fun in San Francisco. A tour of the redwood region is being

arranged for two days following the convention.

Reservation deadline for the convention is August 17. Rooms have been reserved at the Fairmont, Mark Hopkins, and Huntington hotels on Nob Hill. Requests for reservations should be addressed to Hugh Pessner, Reservation Chairman, 65th International Hoo-Hoo Convention, 420 Market Street, San Francisco 11, Calif.

Knox Housing Market Surveyed Monthly

For the information and guidance of all sectors of the building industry, the Bureau of Business Research of the University of Tennessee publishes the *Knox Housing Market Newsletter* each month. Cooperating in the continuing survey are Knoxville lumber dealers, homebuilders, mortgage lending institutions, and county officials.

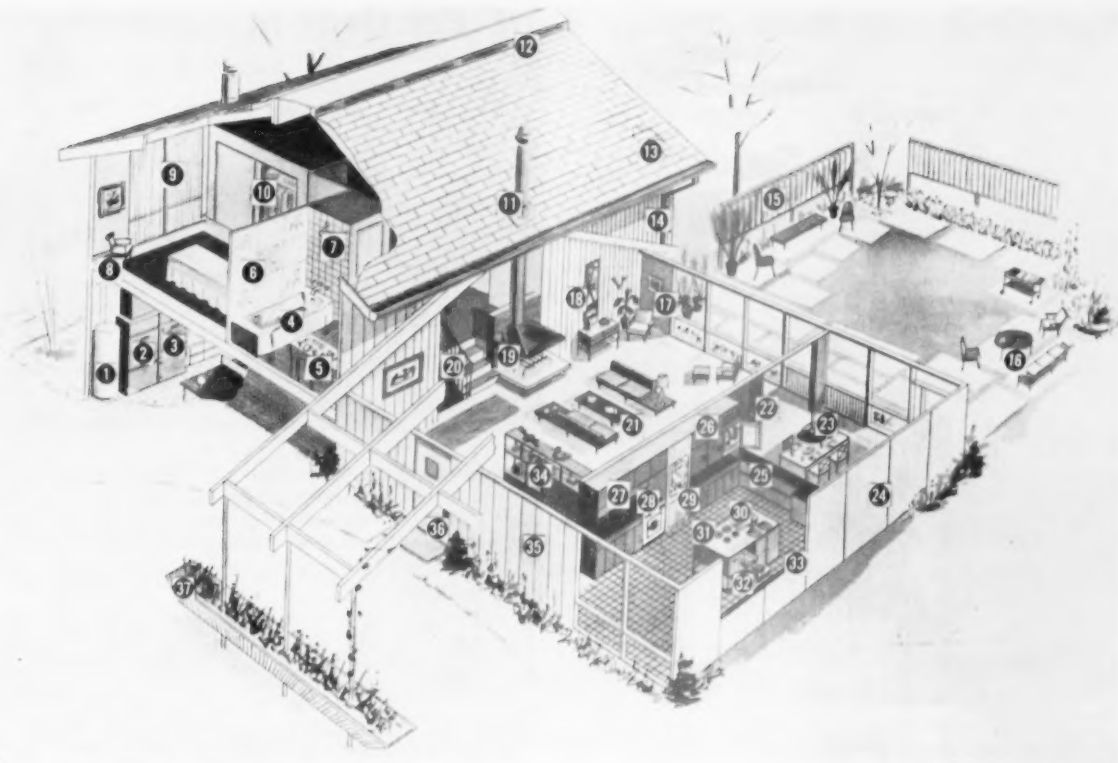
The *Newsletter* for March showed that as of February 15 in Knox county there were 478 single-family houses either completed but unsold or under construction. A table showed a total of 87 completed, vacant new houses unsold and not covered by sales contracts. In price ranges these included 4 under \$8,000; 13, \$8,000-\$9,999; 23, \$10,000-\$12,999; 15, \$13,000-\$14,999; and 32, \$15,000 and over.

The number of uncompleted houses under construction for the market was 291. By price ranges these included 10 under \$8,000; 23, \$8,000-\$9,999; 142, \$10,000-\$12,999; 31, \$13,000-\$14,999; and 85, \$15,000 and over. A total of 100 contract houses were under construction for a value of \$1,579,514.

Other tables in the March report on the Knox housing market covered: number of new lots contained in subdivisions, re - subdivisions, and revisions recorded in Knox county—337 cumulative in two months of '56; building permits issued in Knoxville and Knox county in terms of dwelling units — 149 in February, compared with 174 a year before; trust deeds of \$20,000 or less, total of 525 for \$2,940,163.43 in February by six classes of holders.

That professional homebuilders are responsible for only a small part of the home construction in Knox county is indicated by the fact that, in the March housing survey, homebuilders reported a total of 129 units completed and vacant, houses not completed, and built under contract, whereas the lumber dealers reported a total of 349.

Robert O. Brownlee, secretary-manager of the Tennessee Building Material Assn., reports that dealers and other factors in the building industry find a study of the survey useful in making future plans.



MORE JOBS FOR PORCELAIN ENAMEL SEEN IN 'TOMORROW'S HOME'

THE NEW HOME of tomorrow, more beautiful and colorful inside and out than ever before, will be cooler in summer, warmer in winter, lighter, brighter, easier to keep clean, and more pleasant to live in because of the more extensive use of new building materials. And the "home of tomorrow" will make more extensive use of porcelain enamel, according to the Porcelain Enamel Institute, which forecasts the 37 uses for this material that are designated in the above cutaway.

Well-known uses of porcelain enamel are indicated for the basement, bathroom, and kitchen. Newer and yet-to-come uses are shown for other residential functions. Porcelain enamel is shown in use as follows:

Basement—(1) lined water heater; (2) parts in air-conditioning system, and (3) parts in heating system.

Bathroom—(4) bathtub; (5) lavatory; (6) bathtub enclosure panels, and (7) wall tile.

Bedroom—(8) baseboard; (9) sun-shade louvers, and (10) closet doors.

Roof—(11) prefabricated flue; (12) louvered roof ventilator; (13) roofing, and (14) gutter and downspout.

Outdoors — (15) louvered fence;

(16) Outdoor furniture, and (37) planter box.

Living room — (17) interior of prefab window wall unit; (18) interior wall with mural; (19) fire-place hood; (20) stair-rail; (21) table top, and (34) room divider.

Dining room — (22) accordion-fold partition and (23) lighting fixture.

Kitchen — (25) counter surface; (26) built-in refrigerator and freezer; (27) kitchen cabinets; (28) combination clothes washer-dryer; (29) built-in oven; (30) kitchen sinks, and (31) built-in range top and work surface.

Exterior — (24) prefab wall panels; (33) window sill; (35) exterior siding, and (36) doorknob and escutcheon.

Varo Buys Challenger

One of the nation's leading makers of latchsets and locksets, the Challenger Lock Co., Los Angeles, Calif., has been sold to the Varo Manufacturing Co., Inc., Garland, Tex.

"This change of ownership is a progressive step forward, since it will mean greater financial resources for continued expansion," R. C. Cerf Sr., Challenger's general manager, explained.

The sales and executive set-up will remain virtually unchanged under the new ownership. R. C. Cerf Jr. continues as sales manager; Austin N. Stanton as president; Robert L. Jordan, vice-president, and Luther B. Nicholson, secretary-treasurer.

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Oak Flooring - Maple Flooring - Beech Flooring

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Delivery Service

Retailers and Wholesalers Bowl 'Em Over in Louisville

A BOON to good industry relations and fellowship among the wholesalers and dealers in Louisville, Ky., for 18 years has been the Lumbermen's Bowling League. Formed in 1937 with six teams, the league now includes nine teams from retail firms and seven from wholesalers — 16 teams in all.

Six men from each participating company — 96 in all — gather at the Central Bowling Alleys each Wednesday night in eight matches



This quintet of wholesalers from the Byron Sash and Door Co. won the championship trophy for the 1954-55 season in the Louisville Lumbermen's Bowling League. The members of the team include, from left, Ernie Grant, Robert L. Downs, Jack D. Booker, Captain Thomas W. Reister, and Bernie Lochner.

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of three games each. They shoot for the pins from 6:45 to 9:00 o'clock. The season starts in September and runs for 30 weeks into April.

The season is climaxed with a big banquet and dance at the Hotel Kentucky, which brings together players and wives for the presentation of the league championship trophy and prizes.

About \$85 from paid-in team fees is used for the prize money to the top three teams for high individual game and three-game totals, and to the top three individual bowlers for high single-game and three-game scores. All play is on a handicap basis.

The Byron Sash and Door Co. team won the 1955 bowling league championship and now holds the prized trophy. Besides Byron, other wholesale firms with teams in the league are Wholesale Service Co., Inc., American Builders Supply Co., Huttig Sash and Door Co., Southern States Iron Roofing Co., Dealers Supply Co., and Mutual Service Co., Inc.

Retail yards having teams in the league are the Doll Lumber Co., Variety Millwork, Anderson Wood Working Co., Boland-Maloney Lumber Co., D & D Millwork, Frey Planing Mill, Roy B. Thompson Lumber Co., Merrick Lumber Co., and the Stock Yards Lumber Co.

During the bowling season, the wholesale firms take turns serving as hosts at luncheon meetings of the bowlers about once a month.

The league president this year is Gordon Brown of the Doll Lumber Co. Frey Planing Mill's Ed Besser serves as vice-president. Frank Klein, office manager of Huttig Sash and Door, has been the busy secretary for 15 years. He gets out the meeting notices, match line-ups, and keeps the scores for prize decisions.

Retailers and wholesalers become bosom friends through the bowling matches and get-togethers — and many an order or problem is worked out between games or at other points in the sociable, relaxing "league" evenings.

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Tell Them YOU READ ABOUT IT IN

Southern
BUILDING SUPPLIES

STRICTLY WHOLESALE

CANTON, OHIO: Republic Steel Kitchens has appointed three new Southern distributors. The **Delph Hardware and Supply Co.**, Charlotte, will supply dealers throughout North and South Carolina. The **Warren J. Schafer Supply Co.**, Miami, has a franchise for southern Florida. **Major Distributors, Inc.**, Oklahoma City, has started a new department to handle Republic kitchen equipment in Oklahoma. It also maintains a branch at Tulsa.

EL SEGUNDO, CALIF.: The Filon Plastics Corp. has added 20 more distributors throughout the nation. Those in the South and Southwest include **Kilpatrick Brothers**, Tulsa; **The Glass House**, El Paso, Tex.; **Macco, Inc.**, Creve Coeur, Mo.; **Kaufman Glass Co.**, Wilmington, Del.; **Georgia-Pacific Plywood Co.**, Columbia, S. C.; **Southeast Steel Sales**, Orlando, Fla.; **Linoleum and Shade Shop**, Savannah, Ga.; **Turner Distributing Co.**, Tampa, Fla., and **Norrell, Inc.**, Memphis, Tenn.

NORFOLK, VA.: The **Tidewater Plywood Corp.** has opened a new plant on Argonne Avenue, with ap-

proximately 16,000 square feet of floor space. Robert D. Wilson is president and general manager.

PHILADELPHIA, PA.: Retail lumber dealers and their employees joined wholesalers in honoring William Garfield (Bill) McEwing April 30 at a dinner to mark his 56th year of service to the industry. The dinner was sponsored jointly by the **Eastern Lumber Salesmen's Assn.**, of which McEwing is secretary-treasurer, and the Middle Atlantic Lumbermen's Assn.

CHARTERS OF INCORPORATION: **Goode Wholesale Building Products, Inc.**, Charlotte, N. C.; **United Wholesale Supply Co., Inc.**, Wichita, Kan.

Buys Youngs Bay Timber

The United States Plywood Corp. has acquired the assets of Youngs Bay Lumber Co., Inc. They comprise more than 500 million board feet of timber in and around Roseburg, Ore., a sawmill in that area, and other assets.

In the transaction, U. S. Plywood issued 275,000 shares of its common stock to the holders of the 1,000 shares of Youngs Bay stock—a ratio of 275 shares of U. S. Plywood for one share of Youngs Bay.

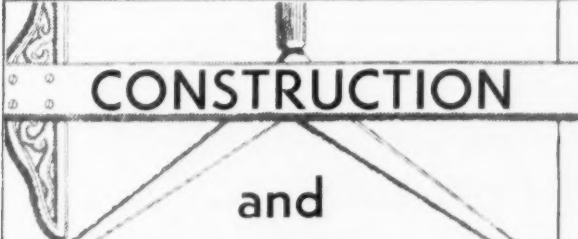
U. S. Plywood Opens Many New Branches

To serve existing customers better and accommodate many new dealer and industrial accounts, the U. S. Plywood Corp. this year is relocating and opening up new warehouse branches throughout the South and Southwest.

From Dallas headquarters, Southwestern Division Manager H. C. McFarland reports that U. S. Plywood has occupied its own new 60,000-square-foot plant there. The firm occupied its enlarged new warehouse of 15,000 square feet in Fort Worth last month. The firm is to occupy a sub-warehouse of similar size in Austin this month. U. S. Plywood is negotiating for suitable property for a large modern warehouse in Houston.

U. S. Plywood is using new leased facilities at Shreveport, La., Jackson, Miss., Wichita, Kan., and Springfield, Mo. The St. Louis warehouse has been remodeled and enlarged.

Wallace Williams, Southeastern division manager in Atlanta, announces the early occupancy of larger, new leased warehouses in Memphis, Tenn. (from 20,000 to 35,000 square feet); in Nashville, Tenn. (from 8,000 to 20,000 square



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PADUCAH, KENTUCKY

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feet); in Chattanooga, Tenn. (from 6,000 to 15,000 square feet), and in Louisville, Ky. (from 19,000 to 40,000 square feet).

An Alabama warehouse location of U. S. Plywood has been moved from Dothan to Montgomery. The firm also is serving from a new 10,000-square-foot plant in Savannah.

U. S. Plywood recently opened new branch warehouses in two Virginia cities. J. Richard Furr is manager of the warehouse in Roanoke, Va., at 2502 Patterson Avenue, S. W.

A temporary branch warehouse has been opened on Commonwealth Avenue in Bristol to serve the Tri-City area. Ed Hoyer is manager. A new warehouse building will be erected later this year.

Richmond and Rheem Firms Now Merged

Merger of the Richmond Radiator Co. of Richmond, Va., with the Rheem Manufacturing Co. of Chicago, Ill., was effected last month. John J. Hall, president of the former Richmond firm, is now a Rheem vice-president in charge of a separate Richmond Division.

Richmond makes a broad line of

bath and kitchen fixtures, and heating and cooling equipment in four plants on the East Coast. Rheem makes heating and cooling equipment, kitchen appliances, water heaters, steel shipping containers, automotive supplies, aircraft and military equipment in 16 plants in the U. S. and in 17 abroad.

More Trees in Memphis

The first two trees of a group of 120 trees of 40 different species were planted recently on the campus of Southwestern College at Memphis, Tenn. Elliot Whittington, president of the Memphis Retail Lumber Dealers Assn., presented the two trees on behalf of the association. The presentation followed a luncheon meeting of the arboretum committee.

The Southwestern Arboretum is a growing project sponsored by the Lumbermen's Club of Memphis.

Bilt-Well Repeats Contest for Builders

A 26-day all-expense tour of Europe for two is the grand prize for the second Bilt-Well Builders Contest, sponsored by the Carr, Adams

and Collier Co., Dubuque, Iowa.

Builders are asked to submit photographs of Bilt-Well windows or cabinet installations completed during 1956. The photos will be judged for the practicality of the installation.

As regional prizes, there will be two builders' and two dealers' tours of Bermuda for three regions — Eastern, Midwestern, and Western. There will also be additional prizes of \$100 U. S. savings bonds.

Duraflex Moves into Third Miami Plant

Acceptance of metal thresholds has been so rapid that the Duraflex Co. of Miami, Fla., has had to expand three times in 18 months — and has just moved into its new production and office building at 3500 N. W. 52nd Street. It contains 10,000 square feet of production space.

Duraflex opened a new plant in Phoenix, Ariz., in February.

It previously had opened a plant in Toronto, Canada.

This all makes the Duraflex firm of George W. and Elder Cornell one of the nation's largest producers of residential thresholds.



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SHUTTERS

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The big demand for Interior Shutters can mean **NEW PROFITS** for you! Shutter panels can be carried in stock for immediate delivery to your trade. Sales display and ad material available.

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Price list, panel selector chart and complete information available.

- EASY TO INSTALL



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HOUSING SYSTEM

(Continued from page 68)

from the Lanky-Planky or other syndicate services, the North Alabama Lumber Company has the newspaper to run extra quantities on coated stock. These are sent out as bill stuffers or in special mailings. They are also inserted in the Home Housing System binders and handed out to store callers.

Hyche said that in his local trading area he has found that it pays to place dominant advertisements in the local city directory and supplements. The ads attract considerable attention but the free "editorial matter" that goes with it permits publication of pictures of this dealer's personnel, products, and services. Distribution of a local cook book, published by the newspaper, also proved to be a profitable promotion.

Crane Carrier Merges

The merger of the Crane Carrier Corp., Tulsa, Okla., manufacturer

of extra heavy-duty trucks, with Standard Industries, Inc. of Pennsylvania, a large holding company, has been announced by Robert L. Zeligson, Crane president.

The Crane firm specializes in extra heavy-duty off-the-road trucks. It is currently turning out 74 models of crane carriers, ranging in capacities from 10 to 35 tons, for use in carrying cranes, power shovels, and other construction equipment. A new line of trucks in production is the concrete transit-mixer chassis, including the "Mixer-Carrier" and the "Mixer-Master."

WESTERN HEMLOCK

(Continued from page 66)

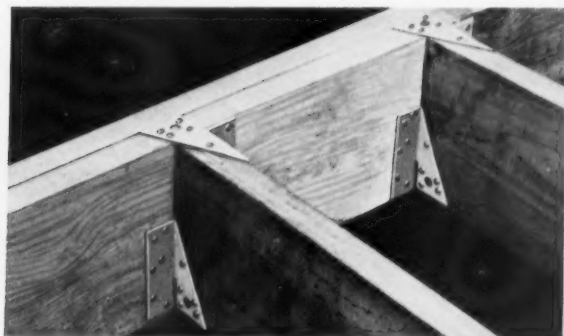
resistant to water than shellac, but requires long drying periods between coats, and has a tendency to darken with age.

Shellac dries quickly, and is lighter in color. Within eight hours of the application of the last coat of shellac, a floor should be given a coat of paste wax. Excellent results have also been obtained with

commercial mixed finishes containing a hardening ingredient; they add to the floor's handsome appearance, make it more scar-resistant, and increase its wearing qualities.

Exterior paint flows on and adheres beautifully to West Coast hemlock siding, and the painter will commend the architect's selection wholeheartedly. Good quality ready-mixed paints, applied according to the manufacturer's instructions, will produce a beautiful long-lasting surface on West Coast hemlock. The best assurance of a good mixed paint is the name of a well-known manufacturer. Another indication is price—the paint industry is so competitive that the purchaser can depend on getting about the quality paid for.

The qualities which make West Coast hemlock desirable for beautiful floors and interior finish—strength, texture, and attractive grain—make it suitable for fine furniture. The lines of many styles of furniture look their best when made of Western woods. Breakfast-room, bedroom, and play or rumpus room furniture of West Coast hemlock is manufactured by some of the best furniture and cabinet makers in the country.



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UNITS QUICKLY & ECONOMICALLY**



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Machine takes up very little space and
comes pre-set so the first unit and every
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skilled help.

You'll make money by being the one in
your area to offer this precision unit at an
unbelievable low cost. Write today for fur-
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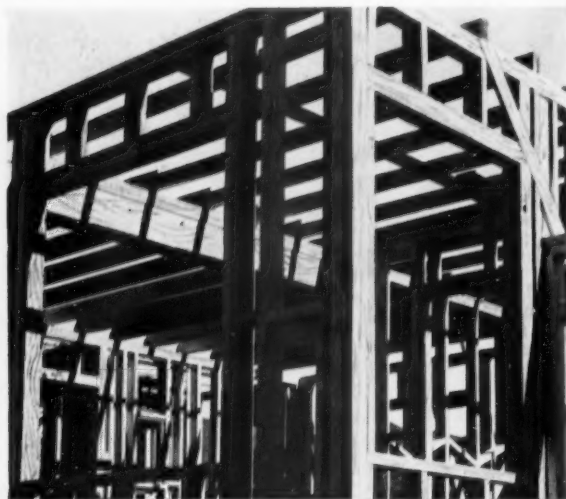
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Soft and even-textured, straight-grained, dimensionally stable, White Fir is widely used in residential and industrial construction, particularly for light framing. It's an excellent wood for crating and boxes, and much in demand for general industrial use. Light-colored, it's a favorite for modern paneling and woodwork.

White Fir comes in 3 select, 5 common, 4 factory, 4 dimension grades. You can order it in straight or mixed cars—together with other woods from the Western Pine region—from most Western Pine Association member mills.

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TODAY'S WESTERN PINE TREE FARMING GUARANTEES LUMBER TOMORROW

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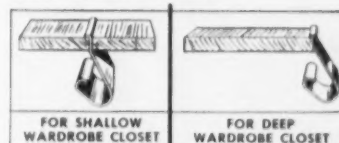
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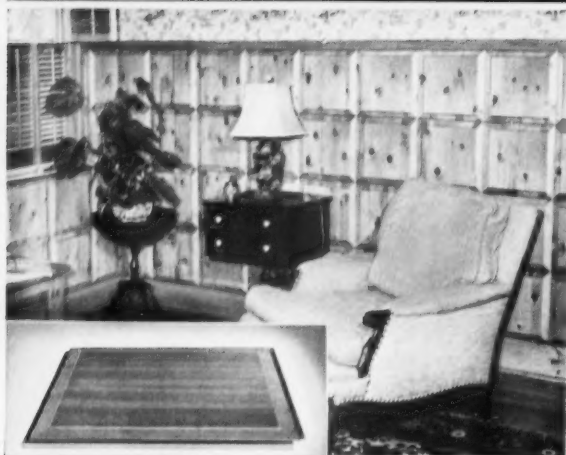
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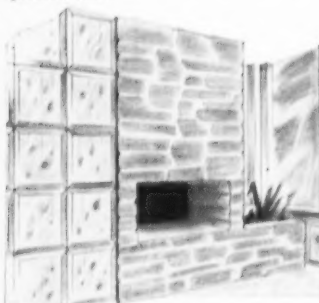
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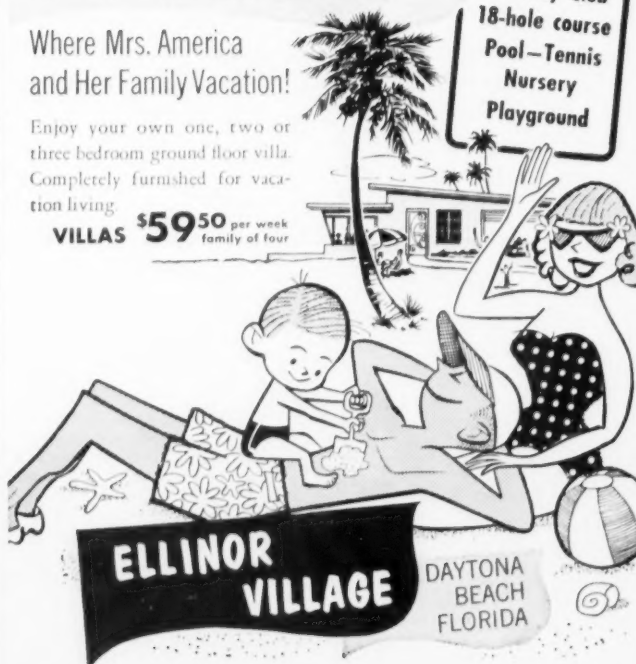
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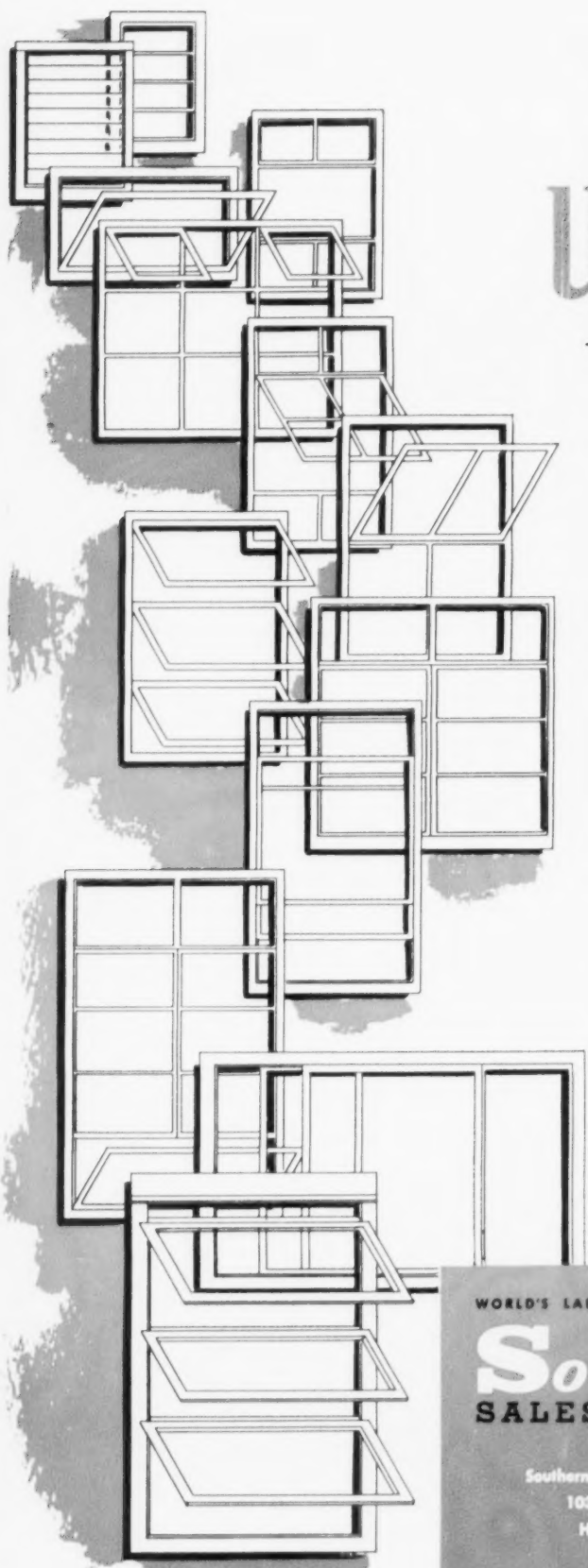
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